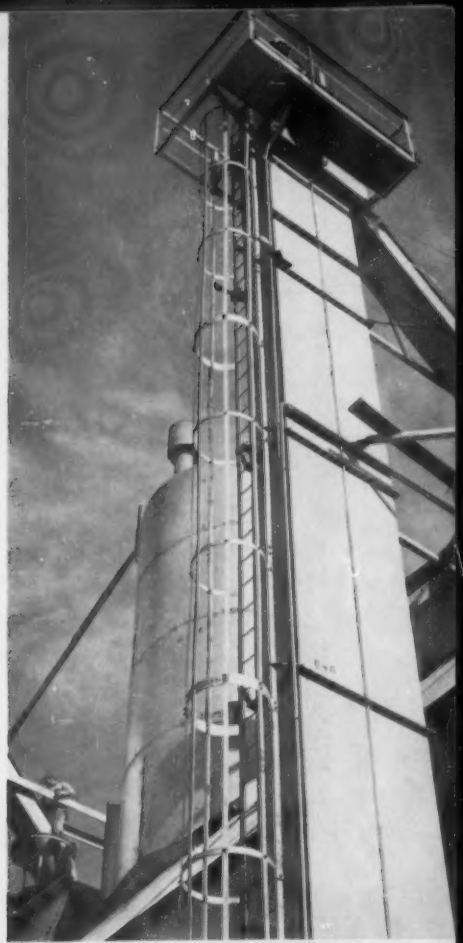
CONCRETE



OUR 52ND YEAR

Serving the Concrete Industries

JANUARY 1956

500-CAR PARKING GARAGE

Parking Authority Garage, Philadelphia, Penna. Pozzolith employed in all concrete to obtain, most economically, the compressive strength, durability and low permeability required. Archt.—Harbeson, Haugh, Livingston & Larson; Contr.—McCloskey & Co.; Structl. Engr.—Sauter & Castor; Mech. Engr.—Moody & Hutchison. Pozzolith Ready-Mixed Concrete supplied by Warner Co., all of Philadelphia, Penna.

Engineers Specify POZZOLITH To Improve Control of Concrete Quality

POZZOLITH... *the key to*-

- lowest possible unit water content*
- close control of entrained air... placing consistency... rate of hardening
- reduced costs

*For a given set of materials and water-cement ratio, unit water content (water required per cubic yard of concrete) is the most important basic factor affecting the quality of concrete. A.C.I., Committee 613, 1944 Report, Page 655. Bureau of Reclamation Concrete Manual, Page 130, 5th edition.

Parking garages and other commercial buildings...industrial plants, schools and hospitals...are among the outstanding structures built since 1932 in which Pozzolith has enabled engineering to better control concrete quality.

Engineers and architects employ Pozzolith with confidence because:

1. *proved performance*...100 million cubic yards of concrete produced with Pozzolith for all types of jobs.
2. *applied know-how*...over 70 skilled Master Builders' field technical men for product-use consultation.
3. *available everywhere*...1000 ready-mix and job-site plants now producing concrete with Pozzolith.

Ask us to demonstrate the advantages of Pozzolith for your project.

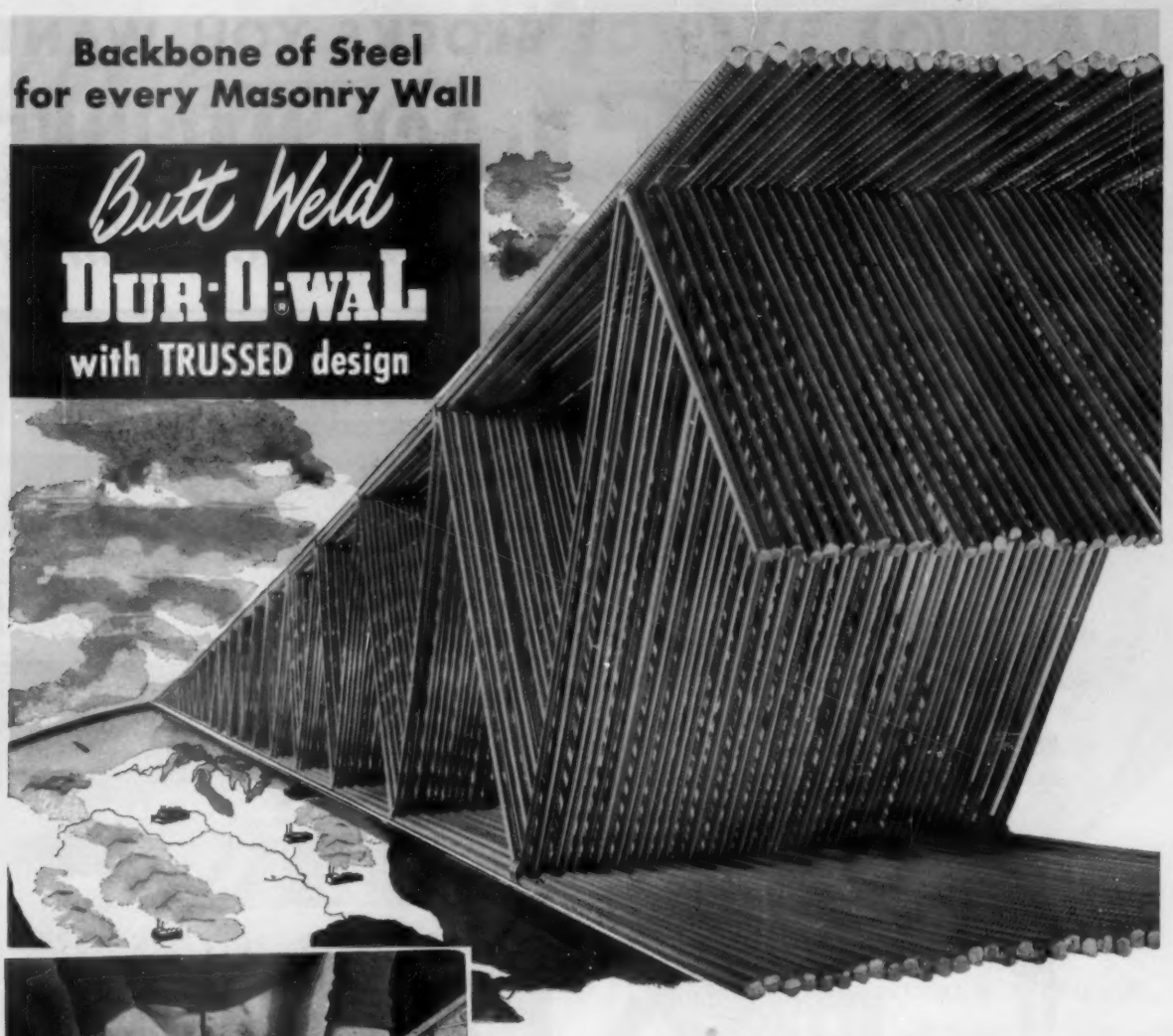
The MASTER BUILDERS Co

CLEVELAND 3, OHIO • TORONTO, ONT.

Subsidiary of American-Marietta Company

Backbone of Steel for every Masonry Wall

Butt Weld DUR-O-WAL with TRUSSED design



WHEN THE MAN WITH THE TROWEL and mortar places it in the wall . . . when his experienced hands discover how easy and fast it fits into his job . . . when he sees the clean, tight mortar joints it makes . . . Dur-O-waL has made a mighty important friend.

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CEDAR RAPIDS, IA.	Dur-O-waL Div., Dept 650 Cedar Rapids Block Co.

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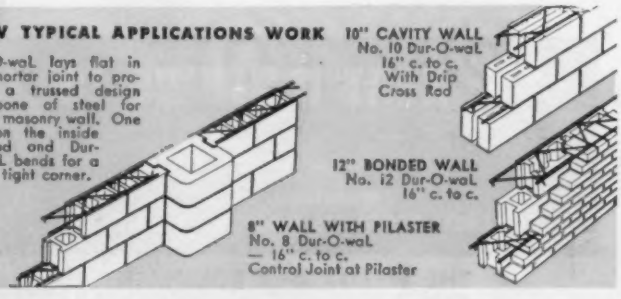
America's Builders Have Spoken!

Dur-O-waL wins friends everywhere. It puts more steel in the wall . . . every inch effective . . . to do the job better. Dur-O-waL works fast, lays flat to combat cracks in all types of masonry construction. Electrically welded in a single plane, Dur-O-waL assures tight, neat mortar joints.

Get the facts. Find out how you can profit from this fast moving tie-in sales leader. It's easy to stock, easy to store, easy to sell. Write today.

HOW TYPICAL APPLICATIONS WORK

Dur-O-waL lays flat in the mortar joint to provide a trussed design backbone of steel for every masonry wall. One cut on the inside siderod and Dur-O-waL bends for a neat, tight corner.



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No. 10 Dur-O-waL
16" c. to c.
With Drip
Cross Rod

12" BONDED WALL
No. 12 Dur-O-waL
16" c. to c.

8" WALL WITH PILASTER
No. 8 Dur-O-waL
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MAKE THE SIZES OF BLOCKS YOU WANT ON A KENT BLOCK MACHINE *faster-more efficiently*

Over 30 years of experience as specialists in the designing and building of concrete block machinery are reflected in these Kent Block Machines.

They are clean, simple, compact machines that are remarkable in their comparatively low first cost, the high quality of blocks produced, their adaptability to various needs, their economy of production and maintenance.

You know block machines and their various features so write for the KENT story and make comparisons before you buy new equipment. Write for complete information.

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3 — 8" Blocks Per Cycle —
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Front Pallet Return Recommended. Available On All Plain Pallet Machines.

KENT SUPER BLOCKMAKER 1 per cycle

Cored Pallet — Semi-automatic

The KENT MACHINE CO.

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CUYAHOGA FALLS, OHIO

Manufacturers of

CONCRETE PRODUCTS MACHINERY SINCE 1925

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Whiteman is noted for DEPENDABLE EFFICIENCY

Whiteman Champion Truck Mixers are built with the same advanced engineering, the same high quality and rugged construction as Whiteman Power Buggies, Finishing Machines and other concrete equipment. Lighter weight. Bigger pay load. Fast charging and discharging. Easier operation. Less maintenance. Lower original cost. 3, 3½, 4, 5, 5½, 6, 6½ yd. models. Front and side mounted engines. Call your Whiteman distributor or send coupon for full details.

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See the Whiteman Champion at the N.R.M.C.A. Show, Chicago Coliseum Feb. 13-16.

IMPORTANT WHITEMAN FEATURES

- Improved drum design eliminates heavy troublesome hatches and hard-to-maintain rear seals.
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- Large rear opening permits faster loading and visible inspection of mix.
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Send catalog and prices on ( ) Truck Mixers ( ) Concrete finishing machines ( ) Power Buggies. ( ) Vibrators ( ) Screeding machines

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Faster Concrete Work...
Increased Profits with
③ COLUMBIA CALCIUM CHLORIDE

IN READY MIX

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You can add 3-C to the mix, either at your plant, or on the job. 3-C is easily controlled in either flake or liquid form. Here's what it will do for your customers:

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- **Increases workability**
- **Increases early and ultimate strength**
- **Releases forms faster for re-use**
- **Cuts down on overtime**
- **Helps meet work schedules**

Start now! Recommend the addition of 3-C Columbia Calcium Chloride to your ready mix customers.

IN CONCRETE PRODUCTS

Regardless of how your concrete products are made, the use of 3-C Columbia Calcium Chloride will improve production and lower manufacturing costs. Here are some of the advantages:

- **Reduces time required for initial set**
- **Gives higher early strength**
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- **Reduces cracking**
- **Allows for quicker handling**
- **Reduces breakage**
- **Permits earlier shipping**

These advantages are especially important during cold weather. Calcium Chloride is not an anti-freeze, but the time required for protection in freezing temperatures is shortened, often as much as 50 percent. 3-C Columbia Calcium Chloride works equally well with normal, air-entrained and high early strength cements.

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JANUARY, 1956

CONCRETE

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WILLIAM M. AVERY, Editor
JOSEPH N. BELL, Contributing Editor

DONALD T. PAPINEAU, Publisher DONALD C. WHITE, Manager Advertising Sales

NBP

Advertising Representatives: Porter Wylie, 114 East 13th St., New York 3, N. Y., Phone: Gramercy 5-3581; Crawford L. Elder, 2500 El Venado Drive, Puente, Calif., Phone: Oxford 44-116; Clarence L. Morton, 294 Washington St., Boston 8, Mass., Phone: Liberty 2-8538. Subscription Price: $4.00 a year in the United States and its possessions. One dollar additional for postage elsewhere. Single copies, 50 cents each. Copyright 1956 by Concrete Publishing Corp. Accepted as controlled circulation publication at Mendota, Ill.

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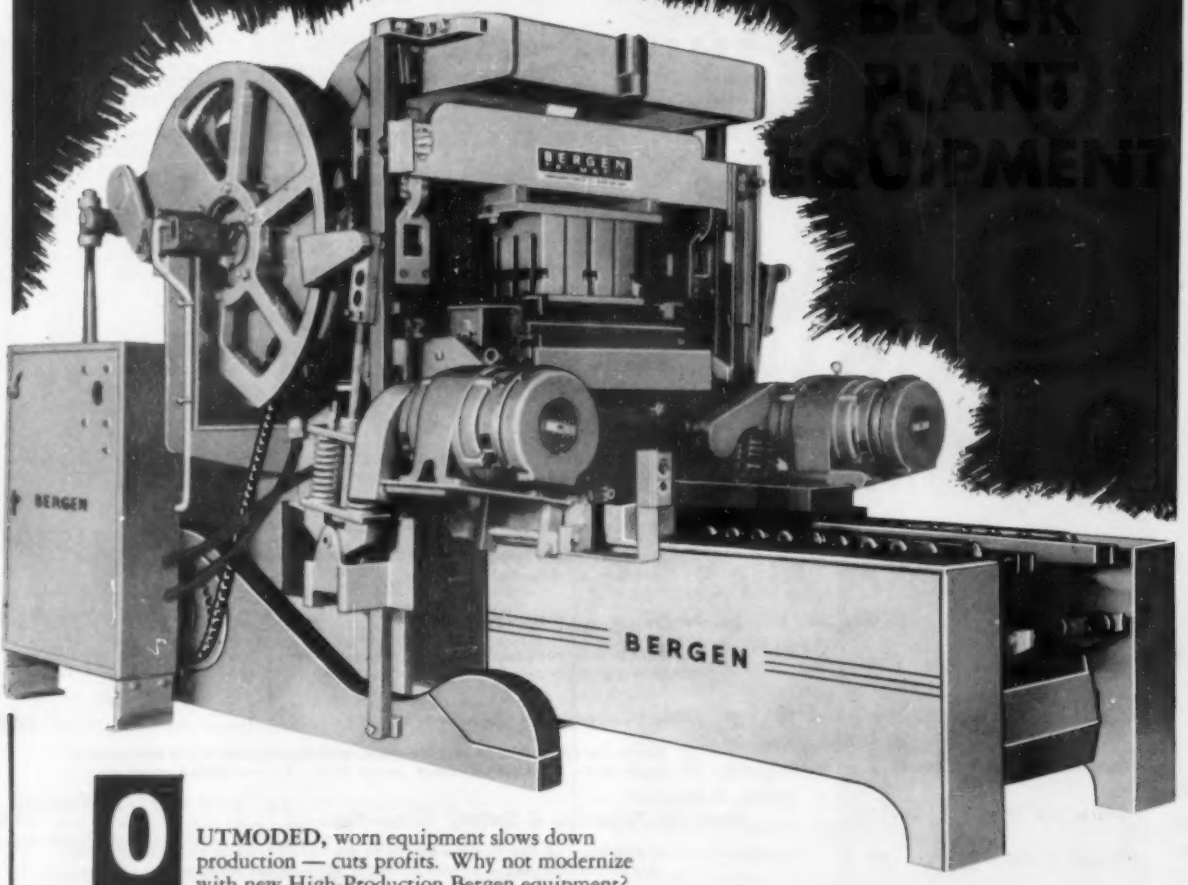

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Drop in and pay us a visit. Roosevelt Hotel, New Orleans, January 23, 24, 25 — NCMA Annual Convention.

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THE EDITOR'S PAGE

WILLIAM M. AVERY

Message for Abstainers

MEMBERS of the National Concrete Masonry Association are to be congratulated on the resoundingly affirmative position they have taken in regard to their organization's proposed long-range engineering and technical research program. Their endorsement of the plan originally proposed early last year means that at long last the block industry will undertake research activities in some degree commensurate with the important position its products now hold among building materials.

The five-year expansion program which will get underway during 1956 will involve substantial enlarging of the general office and engineering staff, and the building and staffing of the association's own research laboratory, with the ultimate result that yearly expenditures for engineering activities will be increased from their present level of about $60,000 to something over $200,000. This doesn't strike us as a particularly impressive outlay for an industry that in all probability did a gross business last year of close to $500,000,000, but at least it represents a start.

We are going to be more than a little bit curious to see what effect, if any, this upsurge of activity along technical lines is going to have on the association's rate of growth, which has been considerably less than phenomenal during the past few years. Membership in a national trade association of the calibre of NCMA has always struck us as one of those essentials of successful operation which no smart business man would voluntarily do without, but the fact remains that hundreds of substantial firms in the block industry take no part in NCMA activities and make no contribution to its program.

Many of the abstainers are unquestionably just free riders of the sort that never carry their share of any burden except at gun point. But we are sure that non participation for many has represented a deliberate expression of skepticism regarding the value of membership. A fair number of non-members whom we know, and whose opinions we respect, have justified their position on the very grounds that the association's technical program was somewhat inadequate, obviously overlooking their own considerable responsibility for this state of affairs.

We think it's time for *all* the sideline lads, regardless of their reasons for having stayed out of the game up to this point, to undertake a sober and critical reexamination of their position. The job we must do as an industry is an imposing one, and it calls for all the financial support and the resourcefulness we can possibly muster.

OSHKOSH 4-WHEEL DRIVE "50-50" CONCRETE CARRIER *Really Performs!*

Power, 4-wheel traction, stamina — plus easy maneuverability — make the Oshkosh 50-50 your best buy in a ready-mix concrete carrier.

Oshkosh 50-50 hub deep in soft sand at the "Country Club Estates" — a new subdivision adjacent to City of Coronado. Tough going for most rigs — easy for Oshkosh!

It's hard to believe — but the 4-wheel drive Oshkosh 50-50, with 18,000 lb. payload on each axle, pulls through soft sand quickly and easily . . . spots loads anywhere!

SAYS

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CONCRETE CONTRACTOR: HARBOR CONSTRUCTION CO., SAN DIEGO.
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CONCRETE: SAN DIEGO TRANSIT-MIXED CONCRETE CO.

Greater payloads! Better traction! More maneuverability! . . . good reasons to choose Oshkosh

Here's the truck specifically engineered and built for the ready-mix concrete industry — backed by over 39 years' experience in manufacturing 4-wheel drive trucks for on-and-off highway hauling. With 18,000 lbs. payload on each axle, the Oshkosh 50-50 lets you spot load where other concrete carriers can't go . . . to get jobs competition can't handle. Write for full information today!

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INDUSTRY NEWS

NCMA Plans Varied Program for New Orleans

■ A STIMULATING PROGRAM of discussions of business and technical problems will reward producers of concrete block who attend the 36th annual convention of the National Concrete Masonry Association at the Roosevelt Hotel, New Orleans, January 23 to 25. In addition to reports by the organization's own officers and staff members, the following feature presentations are covered in an outline of the convention program just received from association headquarters:

A discussion of how the block industry can meet the competition of poured basements, by Philip Paolella, Plasticrete Corporation, Hamden, Connecticut;

An analysis of the significance of guaranteed annual wage negotiations, by Lee C. Shaw, Seyfarth, Shaw and Fairweather, Chicago;

A talk on the construction outlook by Thomas S. Holden, F. W. Dodge Corporation, New York;

A report on the 1955 cement shortage as it affected the block industry, by William M. Avery, CONCRETE Magazine, Chicago;

A discussion of NCMA's long-range research and technical program, by T. T. Goudvis, Concrete Masonry Corporation, Elyria, Ohio;

A study of the influence of building codes on the technical requirements of concrete masonry, by M. L. Clement, Southern Building Code Congress, Birmingham;

A summary of successful techniques for developing a market for prestressed concrete, by Carroll Strohm, Jr., Nashville Breeko Block & Tile Company, Nashville;

A review of economic considerations in the selection of high-pressure-steam curing systems, by Cedric Willson, Texas Industries, Dallas;

A suggested rational approach to the control of cracking, by R. E. Copeland, National Concrete Masonry Association, Chicago;

A paper on the use of fly ash in block mixes, by Norman H. Withey, consultant, Madison, Wisconsin;

And a symposium on accelerated drying facilities, methods and costs, by Benjamin Wilk, Standard Building Products Company, Detroit; Verne Frese, Layrite Concrete Products, Seattle; and Ralph Reiner, Cleveland Builders Supply Company, Cleveland.

Special Sessions Planned For Ready Mix Convention

A special session at the forthcoming annual convention of the National Ready Mixed Concrete Association will be devoted to problems involved in the operation of state and area associations. The meeting will be under the chairmanship of Harold G. Feraud, executive secretary of the Southern California Ready Mixed Concrete Association, and it will start promptly at 2:00 p.m. on February 13 in the Beverly Room of the Conrad Hilton Hotel, Chicago. This is the opening day of the convention. All who share an interest in the activities of state and area associations are invited to attend the session.

A comptrollers' conference has also been arranged for the opening day of the convention. This affair will be held at 2:00 p.m. February 13 in the Waldorf Room of the Conrad Hilton, and the presiding officer will be Paul J. Kremer, chairman of the association's subcommittee on cost accounting. The entire afternoon will be given over to discussion of the questions which come before the financial officers of member companies. Although the session is intended primarily for fiscal officers, all others who have an interest in the general subject are invited to attend.

Calendar . . .

JANUARY 10-11	Florida Concrete and Products Association—Short Courses on Block Plant Operation and Ready-Mix Truck Maintenance—Miami University—Miami, Florida.
10-12	Ready Mixed Concrete Association of Wisconsin, Inc—Third Annual Concrete Short Course—University of Wisconsin—Madison, Wisconsin.
16-18	Ohio Ready Mixed Concrete Association—Concrete Short Course—University of Akron—Akron, Ohio.
11-14	American Road Builders' Association—54th Annual Convention — Municipal Auditorium — Miami Beach, Florida.
22-26	National Association of Home Builders—Annual Convention and Exposition—Conrad Hilton and Sherman Hotels and Chicago Coliseum — Chicago, Illinois.
23-25	National Concrete Masonry Association — 36th Annual Convention—Roosevelt Hotel — New Orleans, Louisiana.
FEBRUARY 5-8	Mason Contractors Association of America—6th Annual Convention and Show—Hotel Kentucky—Louisville, Kentucky.
13 to 16	National Ready Mixed Concrete Association—Annual Convention and Biennial Show—Conrad Hilton Hotel and Coliseum—Chicago, Illinois.
13-18	Danish National Institute of Building Research—Symposium on Winter Concreting — Copenhagen, Denmark.
20, 21	National Concrete Products Association — Annual Convention — Prince Edward Hotel — Windsor, Ontario.
20-23	American Concrete Institute—52nd Annual Convention — Bellevue-Stratford Hotel—Philadelphia, Pennsylvania.
23-25	Concrete Contractors Association of Greater Chicago — Midwest Concrete Exposition — Morrison Hotel — Chicago, Illinois.
27-MARCH 2	American Society for Testing Materials—Committee Week — Hotel Statler — Buffalo, New York.
6-10	American Concrete Pipe Association—Forty-eighth Annual Convention—Broadmoor Hotel—Colorado Springs, Colorado.
APRIL 12-14	American Concrete Agricultural Pipe Association—Sixth Annual Convention—Brown Palace Hotel—Denver, Colorado.

revolutionary new concept . . .

. . . a COMPLETE UNIT

before you consider any new mixer, think what these features will mean to your business

1 single frame construction

No more costly "fighting" between mixer frame and truck frame.

2 power from FRONT of truck engine

The Smith "INTEGRAL" uses the truck engine. Power is taken off *ahead* of the truck clutch. Regardless of truck clutching or gear shifting, *the mixer continues to run.* This is a big advantage for stop-and-go driving, paving and curb and gutter jobs.

3 standard trucks with manufacturer's warranty

Take your choice of most standard trucks. The front power take-off and integral frame design are approved and warranted by the truck companies.

4 1100 pounds less weight

With no engine and no mixer frame, the Smith "INTEGRAL" cuts overall weight by 1100 pounds per unit. *Yet not one ounce of structural strength is sacrificed.*

5 better weight distribution

The Smith "INTEGRAL" is 7" shorter than comparable size Smith mixers with separate engine drive. Because the mixer is lighter and the center of gravity closer to the front, bigger legal payloads can be carried or shorter trucks can be used.

6 much less maintenance cost

You have only one engine to service — not two. Six cylinders instead of 12 to take care of. Experience has proven that there is little or no increase in maintenance on the truck engine and that costly maintenance of the mixer engine is completely eliminated.

7 much less fuel consumption

Careful records kept by operators for a year of job tests prove that *the Smith "INTEGRAL" can save more than $40 per month on gas and oil alone,* compared to fuel costs on separate engine drives.

8 much more stability

There is no mounting strip on the Smith "INTEGRAL". The mixer is tied directly to and set lower in the truck frame. Valuable inches of headroom are saved and there is much less chance of tip-over.

The T. L. Smith Company presents the revolutionary new "INTEGRAL" with a great deal of pride. First to conceive and build a truck mixer unit which *uses the truck frame as the mixer frame and takes the power from the front of the truck engine crankshaft,* Smith engineers consider the "INTEGRAL" their finest contribution to the industry in more than 55 years of "firsts."

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the "INTEGRAL" is all new . . . yet thoroughly job-tested

This great new Smith "INTEGRAL" mixer offers you a combination designed by Smith exclusively for the ready-mix industry. The "INTEGRAL" becomes a component part of your truck, making *one* solid, dependable, long-lasting unit.

But new as it is, the Smith "INTEGRAL" was not

designed for the ready-mix industry

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readied for you until it was tested, refined, and perfected. 88 units have been produced to test the front engine principles and design. 101 integrally mounted Smiths are working in the field today. All of these mixers have been job-tested in various sections of the country for as much as two years, to prove conclusively that this is the finest truck mixer ever developed for the ready-mix industry.

Here, for the first time, is a composite of a mixer and standard truck which is designed specifically for the ready-mix industry.

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Survey Shows Block Output Increased 14% Last Year

Based on the findings of a direct-mail survey conducted by CONCRETE magazine early in December, the output of concrete masonry units in 1955 unquestionably reached a new record level, topping the previous high established in 1954 by about 14 per cent. Thus the total output of the industry, projected from an estimated figure of 1,950,000,000 units produced in 1954, very probably reached 2,200,000,000 units in the year just closed.

CONCRETE'S survey drew returns from producers who reported total output of 459,000,000 units in 1955, compared with 401,000,000 units for 1954. This is believed to be by a wide margin the highest percentage (almost 21 per cent) of the industry's productive capacity ever covered by independent (non-government) survey. Returns were received from producers in 42 states and the District of Columbia.

The rise in output last year was surprisingly uniform in all sections of the country, ranging from a low of 12 per cent among producers in the east and far west, to almost 18 per cent among those in the southeastern section of the country. Returns from the southwest showed 1955 production up 13 per cent over 1954, while output reported for the midwest was 15 per cent higher than in 1954.

A remarkable factor in the apparent abrupt rise in the production curve last year was that it was accomplished in the teeth of what was believed to be one of the most severe and protracted shortages of portland cement in recent history. Although some replies to CONCRETE'S questionnaire indicated acute distress resulting from the cement shortage, the picture for the industry as a whole was better than previous reports had indicated.

According to the survey findings if cement had been plentiful in all sections of the country throughout 1955, about 5 per cent more block might have been produced during the year. The greatest loss of production (8½ per cent and 7 per cent) was reported for the midwest and the southwest, and the least (1½, 2 and 2½ per cent) for the far west, the southeast, and the east respectively.

Other findings of the survey showed that out-of-area and foreign purchases of cement probably accounted for about 4 per cent of the total consumed by the block industry in 1955. Out-of-area purchases ran highest (7.8 and 7.6 per cent) in the southwest and east, and least (1, 1.8 and 3.5 per cent) in the far west, the southeast and the midwest respectively.

Concrete Masonry Home Competition Announced

The New York Association of Architects in conjunction with the New York State Concrete Masonry Association will sponsor a concrete masonry home competition open to architects throughout New York state. The Portland Cement Association will cooperate in the venture, and the competition will be open to all architects, draftsmen and students of architecture, registered, employed or studying in the state.

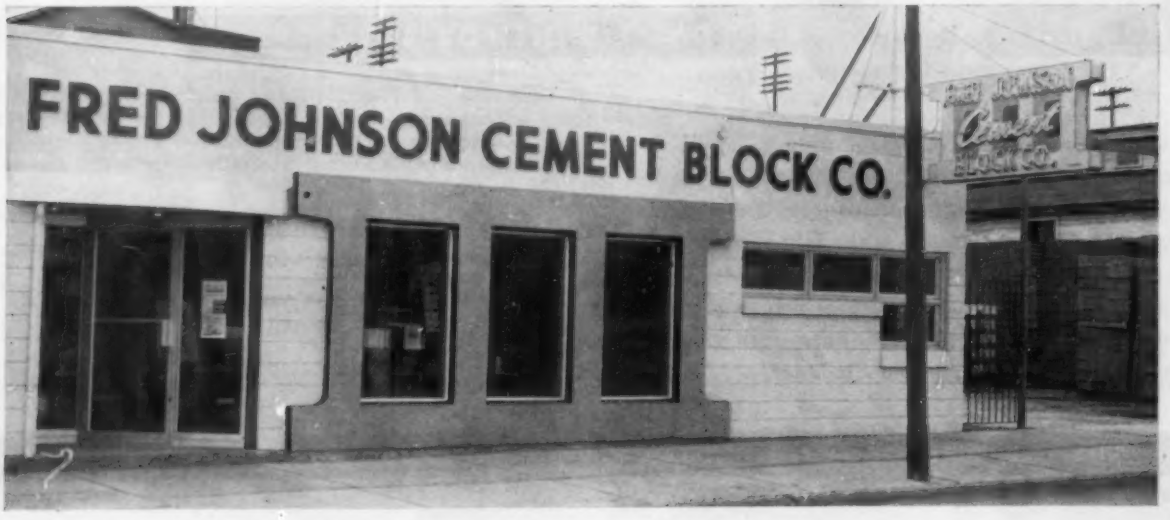
Cash awards for first, second and third prizes, and ten cash awards for honorable mention will be offered by the concrete masonry group. The prizes will total $3,250.

Chairman of Portland Cement Assn. Re-elected

Emory M. Ford, chairman of the Huron Portland Cement Company, Detroit, Michigan, was re-elected chairman of the board of directors of the Portland Cement Association at its recent annual meeting in Chicago. Newly elected directors are C. S. Crawford, president of Whitehall Cement Manufacturing Company, Philadelphia, and Allan B. Sunderland, president of Ash Grove Lime and Portland Cement Company, Kansas City.

The Block's the Thing!

● Nobody is likely to mistake the new office building of the Fred Johnson Cement Block Company, Duluth, Minnesota, for anything except what it is: a facility designed and built expressly to help merchandise concrete masonry units. The huge block outline which frames the three main windows is painted dark grey, with highlighting in black. The design was conceived by Mrs. W. A. Wilson, the late wife of the company's president.



Here's why you can

HAUL BIGGER LEGAL PAYLOADS

BLAW-KNOX *Hi-Boy* TRUKMIXERS mount on short wheelbase trucks

Only Short Wheelbase *MANEUVERABILITY* gets into tight spots quickly

Mounting the motor at the rear and the transmission at the end of the combination pedestal water tank, permits center of weight to be moved 20″ forward so the front axle carries maximum legal load and allows use of shorter wheelbase conventional cab type trucks. These exclusive design features allow you to haul extra payload every trip and make more trips per day with Blaw-Knox Hi-Boy TRUKMIXERS. With Hi-Boys mounted on shorter wheelbase, more maneuverable trucks, you get loads through traffic, onto the job site and up to the forms *faster.*

Dozens of other practical, profitable features that assure best weight distribution and most efficient loading, mixing and delivery, have been incorporated in 4½, 5½ and 6½ cu. yd. Hi-Boys. Have your nearest Blaw-Knox distributor explain them to you today.

BLAW-KNOX

BLAW-KNOX COMPANY

CONSTRUCTION EQUIPMENT DIVISION

Mattoon, Illinois

LOOK AT REO

"That's what it takes in a truck to keep rolling in our business"

...reports Hall Sand and Gravel, Inc., Denver, Colorado.

"We bought our first Reo in 1945, a used Dumper and it's still on the job. It proved to us that, dollar for dollar, there's no better truck to be bought.

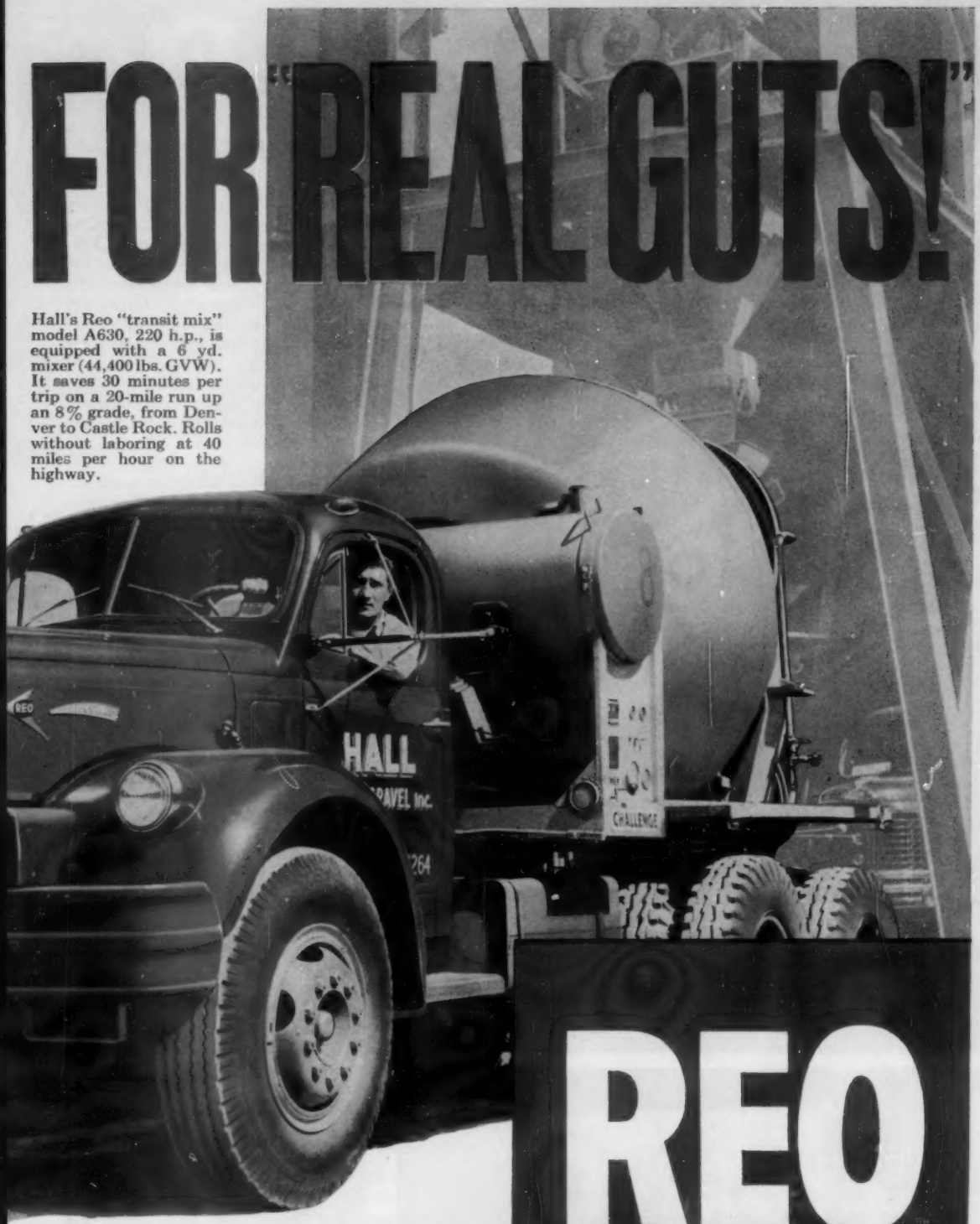
"*Rugged strength* in a truck is a prime factor in our business, and Reo really has it. We wonder how they can take such punishment. No other truck has the guts that's built into these trucks.

"Our short-run stop-and-go hauling, requires more gear shifting than an over-the-road haul from Denver to Chicago. This is tough on a truck engine, and we've never had an engine failure in all the time we've been operating Reos."

Reo specializes in custom building heavy-duty trucks for tough jobs like those in the construction business. On or off-highway models with gas or LPG Gold Comet Engines—sixes or V-8's, from 107 to 220 h.p. Reo's advanced *short-stroke, wet-sleeve* Gold Comet engines are available in rugged Reo chassis or for replacement. *They are all backed by a 100,000 mile or 1 year warranty.*

THE HALL FLEET OF REOS delivers sand, gravel and concrete in the South Denver area. As much as 2,000 tons of sand and gravel and 338 yds. of concrete per day.

FOR "REAL GUTS!"



Hall's Reo "transit mix" model A630, 220 h.p., is equipped with a 6 yd. mixer (44,400 lbs. GVW). It saves 30 minutes per trip on a 20-mile run up an 8% grade, from Denver to Castle Rock. Rolls without laboring at 40 miles per hour on the highway.

REO MOTORS, INC.

LANSING 20, MICHIGAN • TORONTO, ONTARIO

SUBSIDIARY OF BOHN ALUMINUM AND BRASS CORPORATION

REO

WORLD'S TOUGHEST TRUCK

TRUCKS, BUSES AND GOLD COMET ENGINES FOR ORIGINAL EQUIPMENT, INDUSTRIAL AND REPLACEMENT—GAS OR LPG

Earl Peterson Takes Over Presidency of Block Assn.

EARL W. PETERSON, who will take office as president of the National Concrete Masonry Association at the conclusion of that organization's 36th annual convention in New Orleans late this month, is a veteran of over 30 years experience in the block industry. A native of Omaha, Nebraska, he is vice president of the Ideal Cement Stone Company of that city, one of the nation's larger producers of concrete masonry units. He succeeds S. Carl Smithwick as president of NCMA.

Mr. Peterson is perhaps best known in the block industry as an indefatigable worker in the cause of accident prevention. After achieving outstanding results in lowering accident frequency and severity rates within his own organization, he put the experience thus gained to wider use by accepting the chairmanship of NCMA's accident prevention committee, and under his stimulating direction this phase of the association's program has been considerably broadened. His own company won the association's Class B safety award for the 1953-54 contest year.

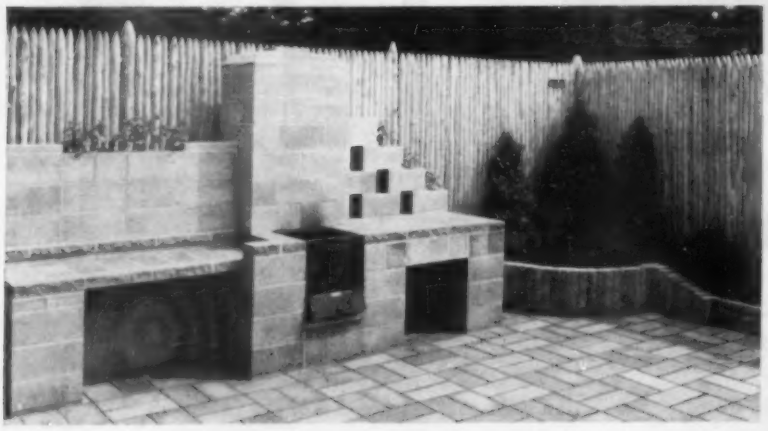
Mr. Peterson's strong belief in the significance of associations and their activities is clearly indicated by the number of such organizations he has served as president in the past dozen years. In 1943 he served as president of the Omaha Executive Association, and in 1945 he became president of both the Nebraska Concrete Masonry Association and the Concrete Masonry Association of Omaha. He is still serving as president of the latter group. In 1950 Mr. Peterson became president of the Omaha Builders Exchange, and in 1953 he was elected president of the Omaha Industrial Housing Corporation, a $3,000,000 rental housing operation.

Earl Peterson's strong belief in organizational work, plus a tremendous and apparently inexhaustible enthusiasm concerning the future of the concrete block industry, seem to guarantee that he will give NCMA the vigorous kind of leadership the members have come to take for granted.

● Earl W. Peterson, Ideal Cement Stone Company, Omaha, Nebraska, who will take over the presidency of NCMA during the annual convention in New Orleans late this month.

Camera, Action!

● Every warm, sunny day during the spring, summer and autumn, this attractive patio appears on Station WGR-TV in Buffalo, New York, thanks to Anchor Concrete Products, Inc., of that city. Originally designed by Anchor for the Helen Nevills show, the garden setting has been used for other TV programs also. Colored Roman roughs were used for the patio floor, while colored lightweight masonry units were used for the fireplace and the shelf area.



Recognition

● Walter W. Wulf, right, accepts the National Safety Council award presented by Council President Ned H. Dearborn to the Portland Cement Association for outstanding safety work in 1954.

...with everything you expect from the Leader

It is your right to expect the finest from Rex! For Rex leadership in truck mixer design and performance has been so constant that it is natural for you to expect the important improvements and progress from Rex ... natural for Rex to be the standard of comparison.

The responsibility of leadership accepted by Rex engineers keeps them constantly working toward the future, pioneering the features that help you achieve more profitable operation and improved service to your customers ... help you stay ahead of *your* competition.

Rex Adjusta-Wate Moto-Mixers live up to everything you expect ... there is nothing finer in the field. The Adjusta-Wate design principle is a development that ranks in importance with the many other Rex innovations that have contributed so much to all truck mixer progress, such as ...

... the chain drum drive ... the three-point suspension principle ... one-lever transmission ...

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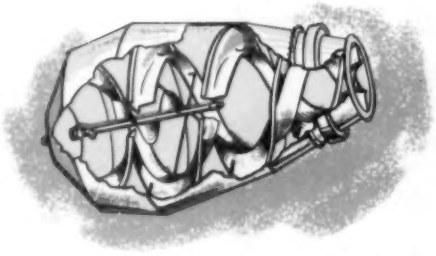
electronic strain gauge testing . . . automatic throttle control . . . Manten steel drums . . . drop-forged drum rollers . . . and many others.

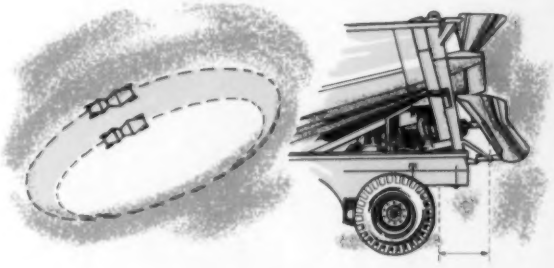
This leadership . . . willingness to go first . . . is your best reason for looking to Rex to put you ahead of your competition for most profitable operations . . . best service to your customers.

WHAT THE REX® ADJUSTA-WATE DESIGN PRINCIPLE MEANS TO YOU...

The Rex Adjusta-Wate design principle is a complete answer to your operating needs. It is not a matter of simply placing the engine in the rear. Adjusta-Wate is a proper balance of these important "musts" needed for efficient truck mixer operation:

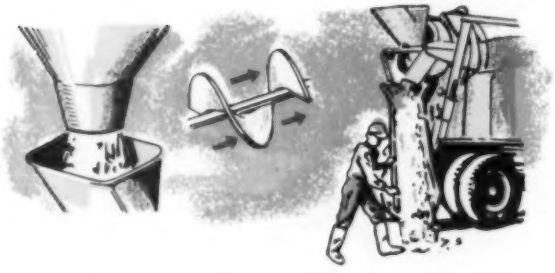


ADJUSTA-WATE ASSURES BETTER MIXING . . . with a drum designed for most efficient, fastest mixing action. Drum shape and length . . . design and location of blading . . . lowest angle of inclination . . . assure the fastest possible, most thorough mixing action. You deliver the quality concrete your customers demand.



ADJUSTA-WATE ASSURES GREATEST OPERATING FLEXIBILITY . . . assures maximum spouting range for the mixer. Discharge point is always well back of the rear tires — *not* in front to restrict discharge. It provides maximum benefit for your customers.

The Adjusta-Wate can be mounted on a shorter wheel base truck, assuring greatest maneuverability.



ADJUSTA-WATE ASSURES FASTEST TRIP CYCLE . . . more profit for you . . . faster service for customers. Adjusta-Wate Moto-Mixers do not sacrifice over-all speed to achieve a few seconds superiority in charging. They give you minutes faster *combination* of charging, mixing and discharging — unequaled over-all speed.

ADJUSTA-WATE CUTS MAINTENANCE AND OPERATING COSTS Rex Adjusta-Wate Mixers are built to operate longer, more profitably with less time out of service. The Adjusta-Wate principle "balances" the strength of truck mixer parts . . . no "weak spots" . . . no "overweight" parts. You'll get more days of profitable operation each year.

DON'T PENALIZE YOUR PROFITS

Have your local Rex Distributor give you the proved facts on the LEADER . . .

CONSTRUCTION REX MACHINERY

ADJUSTA-WATE MOTO-MIXERS®

LEADERSHIP . . . THROUGH CREATIVE ENGINEERING

CHAIN BELT COMPANY / 4695 W. Greenfield Ave., Milwaukee 1, Wis.

NOT IN THE SPECS

Conventionally Speaking

For a fair number of years we've been conducting a half-hearted campaign to institute a few minor changes in the conduct of conventions, having abandoned all hope that this form of organized mayhem will ever disappear from the scene. So far the results have been pretty discouraging, but we're not quite ready to throw in the towel, on acount of we persist in believing that some of our suggestions may have merit, if only because we've suffered through so many convention sessions.

For example, we've jousted a time or two with the lads who design and produce those horrendous devices called identification badges which are passed out at most conventions. In the first place, nobody in this field of endeavor seems to have taken the trouble to find out whether or not convention attenders even *want* to be identified. There are lots worse things, in our judgment, than a quiet sort of anonymity—especially around a convention. But assuming the system has some obscure merit, what makes the badge designers assume that the average jerk attending a convention is blessed with the eye-

sight of a hawk, or that he strolls about the premises with a pair of high powered binoculars so that he can read fine print at ten paces?

Well, as long as we're on the subject we might as well beat it to a pulp. Another one of our gripes about conventions is that there's just too dog-goned much good will floating around most of 'em. Not that we have any quarrel with good will *per se*, but when you get hundreds of people together in a hotel, all of them madly exuding good will all over the place, the general effect is bound to be several shades less than Utopian. We have a simple remedy to suggest for this problem: have the chairman at each session interrupt the formal program by suggesting that everyone in the audience wake up long enough to toss casual insults at the people sitting in the adjacent seats. This should give the fellows the kind of relaxation they so rarely experience at conventions, and also keep them in better shape to resume normal living when they return home.

We also think that every well-run convention should provide definite opportunities for group exercises in the art of scowling, the purpose being to ease the exhaustion that even a congenital idiot is likely to experience after dashing around for days with a fatuous grin on his face. We generally practice this therapy in solitary fashion while we shave in the morning, but we find this has all of the disadvantages of solitary drinking without being nearly as relaxing.

And finally, we wish the associations in our field would quit harping on the "bring your wife" theme in connection with their annual meetings. Judging from a communication we received just the other day from the wife of the president of the Minnesota Concrete Products Association, this whole movement is getting badly out of hand. Her message was contained in a sealed envelope that bore this inscription: "Please see this important letter reaches your wife."

Fortunately we've no scruples about such matters, so we opened it and read the letter, and its a good thing we did. It contained a most persuasive invitation to our distaff partner to attend the Minnesota group's forthcoming annual convention, an affair, by the way, which we weren't even planning to attend ourself. What we want to know now is this: Just whose husband *was* supposed to take her to this shindig in our absence?

As though that wasn't enough, this delightful little epistle, after describing the diverting activities being planned for the ladies, goes to some trouble to point out that one whole day would be left open for shopping. How treacherous can treachery get?

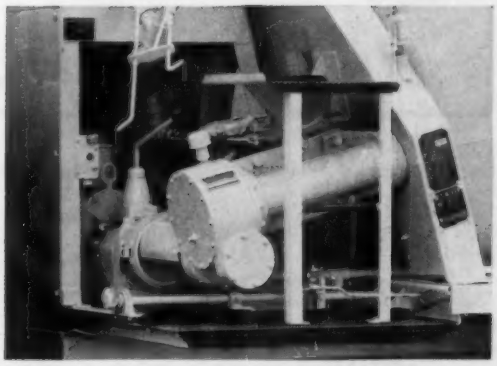
● "Ugh! Make um tricky smoke signals for block manufacturers' convention."

You'll see it at the
Chicago Show, Feb. 13-16

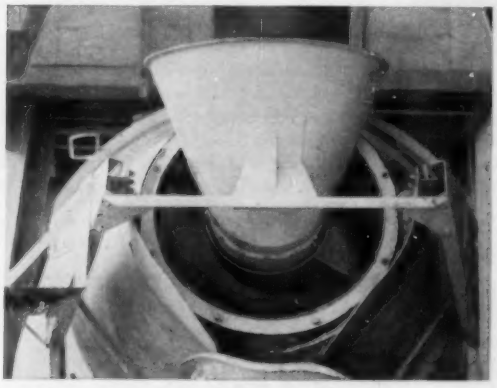
the '56 JAEGER

Shorter center of gravity • Reduced weight
3 speed transmission
Faster charging, discharging
Complete choice of optional equipment
Now available in standard sizes 3½ yd. to 8½ yd., to fit your operation.

THE JAEGER MACHINE COMPANY
522 Dublin Avenue, Columbus 16, Ohio

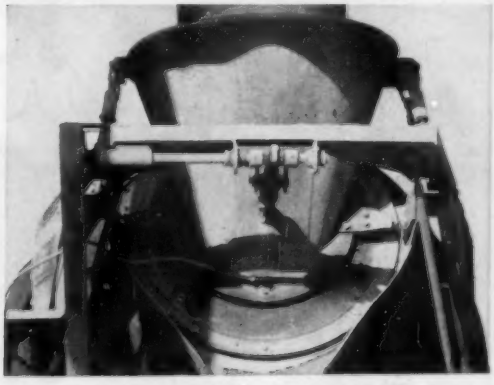


3-SPEED SINGLE LEVER TRANSMISSION: Up to 17 rpm @2000 rpm engine speed for fast charging; down to 2 rpm @1000 rpm engine for discharging to wheelbarrows. Meets every need at efficient engine speeds. "Single stick" operation with automatic brake. Choice of hydraulic reversing or automotive forward-reverse drive—both long proved.

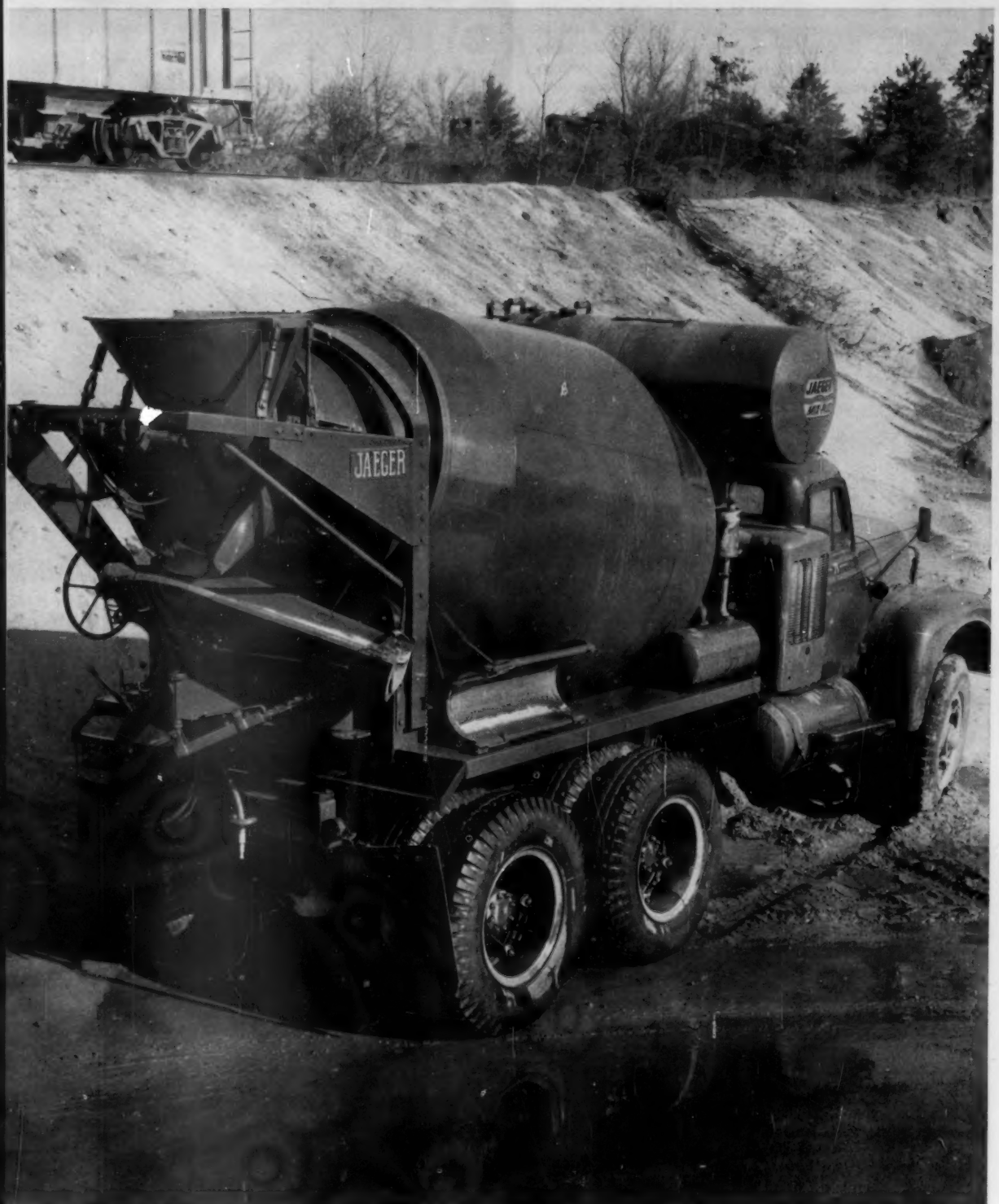


ENLARGED FAST-CHARGING OPEN END LOADER: Bigger throat diameter, combined with new 17 rpm drum charging speed, takes fastest charge without blow-back. Jaeger's 25% bigger discharge blades (fastest discharge of any truck mixers) also facilitate faster charging and prevent spillage from full mixer drum-loads in transit.

THIS 3½-4 YD. WILL BE SHOWN AT CHICAGO. Hauls 3 to 3½ yds. legal payload on single axle, 4 to 4½ yds. legal payload on lightest tandem axle trucks. Also available with sealed end loader, if desired. High speed water injection through drum head is available on all 1956 Jaegers. Optional choice of rear-end water injection is offered on all open-end loaders.



FAST-CHARGING SEALED END LOADER: Famous Jaeger trouble-free sealed end loader with built-in lubrication system. Takes fast charge at 17 rpm drum speed; opens wide for unimpeded discharge with one quick turn of a handwheel. Optional on all standard models.



SEE THIS NEW 6½ - 7 YD. "MIX-PLUS" MODEL AT THE NATIONAL SAND & GRAVEL—READY MIXED SHOW:

Compare this 1956 Jaeger with other mixers you will see there. Compare its all-automatic welded drum, continuous spiral blades and exclusive "Throw-Back" blades for end-to-end "dual mixing". Compare its one-piece rolled steel drum track, bigger diameter drum rollers and bigger diameter drum drive sprocket with drop forged, hardened alloy steel teeth and heavy duty 2" pitch offset sidebar chain—all features of Jaeger long life.

NOTE: ***If you can't get to Chicago for the Show, ask your Jaeger distributor or write Jaeger for complete information.***

THERE ARE SEVERAL truisms that few business men will not dispute concerning trade show exhibits. First of all, trade shows — whether they be county or state fairs, home shows, school exhibits, conventions, or meetings sponsored by special interest groups — attract a tremendously high percentage of in-the-market ready-to-buy customers for concrete and concrete products. Secondly, exhibits give the ready-mix producer or products manufacturer an unparalleled opportunity to display his wares in surroundings where they may be seen and closely inspected by an audience already predisposed to interest. And, third — and this is the point too often neglected — exhibits that are hastily conceived, sloppily built, or lack a strong central idea not only don't help the exhibitor but may actually hurt him.

Although the trade show season won't be coming along for a few months, NOW is the time to be planning your exhibit. Not too long ago the typical exhibit consisted of some ponderous black velvet drapes, a few blurry photo blow-ups, a jumbled stack of literature, and an attendant — tired from the cocktail parties the night before — dozing fitfully on a chair beside the literature table. This was in keeping with the thinking that pigeonholed exhibits — along with ads in the local high school annual — as a sort of necessary evil.

Things have changed. Exhibits have become big business and are doing big business. They can accomplish the same results for you, providing you put the same thought, care and budget into them that goes into the rest of your promotion program. But don't waste your money on a poor mediocre exhibit, just to be in the show. If you go in at all, go first class.

This, however, doesn't necessarily mean spending a whole lot of money; but it does mean expending some thought. One reason that a lot of thought and a relatively small amount of cash can produce an outstanding exhibit for you is the growth of a large and—in general—highly competent group of organizations known as exhibit suppliers. They have been ingeniously at work developing better tools for exhibitors — among them the following:

PRE-FAB DISPLAYS, packaged in one unit and quickly and easily erected and dismantled;

MODULAR DISPLAY UNITS — standard components from which dozens of different exhibits can be built;

STOCK EXHIBITS — for low budgets — which can be individualized at a very low cost;

EXHIBIT RENTAL SERVICES which enable the one-shot exhibitor to avoid investing in a permanent exhibit;

SHOWMANSHIP GIMMICKS like animation, special lighting, audio and visual gadgets, live presentations, and special demonstrations which can be added to the basic unit to help attract traffic to the display.

To give you just a vague idea of cost, a promotion folder from one of the display packaging companies lists 14 different panels ranging in size from 12 by 36 inches to 48 by 84 inches and in price from $7.15 to $54.30 for use in displays. Actually cost can be predicted only on the special requirements of the individual exhibitors. However, professional help is most useful in producing a polished exhibit, and it is heartily recommended that you consult an exhibit supplier or a local concern equipped to impart a professional touch to your exhibit.

No matter how slick the building job, though, or how professional the photo-finishing, there still has to be the kind of meat in your exhibit that will attract visitors. Men in the aisles are not buyers in your booth. At every show you can recall seeing booths that are thronged while others have only salesmen sitting and waiting. What makes the difference? Knowledge of a few time-tested tips in exhibiting can help jazz up your display. In general, your exhibit to be successful should (1) attract attention immediately and (2) put across the strong selling points of the product with a highly visual and entertaining display. Here are a few specific suggestions to accomplish these results:

● This $3500 exhibit by the Honolulu Construction & Draying Company won the grand prize at the "49th State Fair" in Hawaii. The investment has been returned to the company many times over.

1. Any successful exhibit must give the people what THEY want to see as well as what you want to show them. The average customer isn't interested, for example, in a stack or a picture of concrete masonry units or a color blow-up of your plant; but he is interested in what the block can produce — e.g. a house, garage, patio or other convenience that will add to his comfort and better living. So don't be blinded by your own self-interest, which can best be served by seeking the self-interest of the trade show visitor.

2. If you use photographs, make them as dramatic as possible, of absolutely top quality, large enough that they can be easily seen, and backlighted — where possible — to heighten interest.

3. Growing things can be used, easily and inexpensively, to liven up your display. Check with your local nurseryman and you may be able to get the greenery free of charge by giving him a credit line in the exhibit.

4. If at all possible, use dramatic lighting. Some tremendously dramatic effects can be achieved inexpensively with tricky lighting — especially with concrete masonry where lighting can sharply accentuate texture and color.

5. Have sales literature on hand in large quantities to distribute to visitors who want it. Selection of literature

Do Exhibits Sell Your Products?

By JOSEPH N. BELL

Some tips on how to make that building show display pay off

● More than 80,000 people visited the Buffalo Better Homes Show, where this fine exhibit by Anchor Concrete Products, Inc., was a feature attraction. The company distributed over 10,000 sales kits covering its products.

● Knox-Blox Company, Knoxville, Tennessee, who installed this display booth at the Tennessee Valley Agricultural & Industrial Fair, believes that such shows are one of the most important media for selling concrete block.

should not be a last-minute affair, as the right choice can do an effective selling job for you at a trade show. A great deal of literature is available to you either free-of-charge or at low cost through the Portland Cement Association, the National Concrete Masonry Association, and other organizations and manufacturers. Write for samples of available booklets and make a careful selection. Then don't force literature on visitors, but rather provide it in answer to their questions. And if you want people passing by to pick up literature from your exhibit, stay away from the literature rack. You'll scare them off by standing guard there.

6. Get as many effective participation gadgets as possible into the booth. Here is one place where ingenuity really pays off. Because you are competing with a lot of other ingenious people, you need to offer a real solid attraction or two in your booth. However, this doesn't mean a Bikini-clad model with a fixed grin and a vacant look. Believe it or not, these creatures scare away more customers than they attract. I remember visiting a trade show recently where one of the exhibitors had a huge St. Bernard dog sleeping peacefully in the midst of the exhibit. I stopped to pat his head and question his presence with the man on duty, who told me: "You know, we used to have professional models in our booth, and this dog has attracted more attention in the last two days than they did in the last five years."

Among devices (besides dogs) that have proven perennially useful as show stoppers are such simple things as:

(*Turn to page* 26)

● Another home show honor winner is this interesting exhibit of the Buehner Block Company, Salt Lake City, Utah.

● Patio displays, like this one by Cinder Concrete Products, Inc., Kansas City, are sure crowd stoppers.

● Co-chairmen of regional meeting of block makers in Houston November 21 to 23 were James C. Fountain, president of the Texas Concrete Masonry Association, and George W. Katterjohn, president of the Southeastern Concrete Masonry Association.

Blockmakers Meet at Houston, Texas

Research curing and promotion problems get close scrutiny as Southeastern Regional group samples Texas hospitality

MORE THAN 250 BLOCK producers from all over the United States treked to Houston, Texas, late in November to attend the 12th annual regional meeting of the Southeastern Concrete Masonry Association, an affair that was on this occasion staged in cooperation with the Texas Concrete Masonry Association. They were exposed, as are all visitors to the Lone Star state, to large doses of warm hospitality, and to even larger doses of the peculiar brand of tall story native to Texas, but neither of these diversions prevented the program committee from staging an excellent schedule of business and technical sessions.

Informal reports from producers of block throughout the South indicated that volume held up well throughout 1955, and that the outlook is generally good for 1956. Commenting on the industry's growth in the state of Texas, James C. Fountain, president of the Texas Concrete Masonry Association, noted that a scant ten years ago there were only three or four plants operating in the entire state, and he contrasted their total output of not more than a million units with the current rate of at least 40 million units annually. Mr. Fountain also commented on the rapid influx of autoclave plants in the state, pointing out that within the next six months 10 or 12 cylinders will be in operation.

Atomic Blast Tests

One of the most dramatic features of the Houston meeting was the presentation by Cedric Willson, Texas Industries, Inc., of excellent movies showing the performance of concrete masonry construction in the atomic blast tests conducted at Yucca Flats last May. (See CONCRETE, June 1955, page 18.) Although Mr. Willson emphasized that the tests were not designed for the purpose of comparing various types of construction, the picture record showed clearly the superior performance of reinforced concrete block and reinforced concrete panel construction, and particularly structures of these types built with diaphragm flat slab roofs. The erection of these structures at Yucca Flats was financed by Mr. Willson's firm and by Basalt Rock and Rocklite Products of Napa and Ventura, California.

NCMA Research

R. E. Copeland

R. E. Copeland, director of engineering, National Concrete Masonry Association, discussed that organization's plans for increased engineering work and technical research. With the block industry's plant investment now standing at around $400 million, this speaker said, there is a self-evident need for a carefully conceived plan for the future. He noted that the average manufacturing industry today spends about 2 per cent of gross sales for research, compared with a pitiful outlay of around .05 of 1 per cent by the block industry—far less than in industries with directly competitive materials.

Mr. Copeland then went on to outline some of the features of a broad expansion of engineering activities now under consideration by NCMA, including the building and staffing of a research laboratory within the next five or six years. Based on an assumed total annual output by member concerns of one billion units, it is expected that the proposed program can be carried out at a cost of 23.7 cents per 1,000 block produced annually. Expressions of opinion received so far from association members indicate overwhelming support of the program.

Pozzolanic Materials

Wolf G. Bauer, a consulting engineer who has been doing some work in connection with pozzolanic materials for the Atlas Building Products Company, El Paso, discusssed some of the ramifications of the use of such materials in concrete masonry. Some of the points he made:

There is probably no such thing as a true pozzolan, since every deposit is distinctly different from every other deposit. The pozzolans are not cements or substitutes for cement, but should be regarded as a fourth ingredient the main function of which is to serve as a chemical stabilizer for cement.

The sudden emergence of autoclave curing and the severe shortage of portland cement are timely

factors in expediting wider use and acceptance of pozzolans.

Pozzolans are most effective when they come from the same source as the aggregates with which they are used. Since they are widely prevalent in all sections of the country, there seems to be every reason to suppose that ultimately excellent materials will be produced and sold wherever there is a demand.

Mr. Bauer advanced the opinion that the early formation of a pozzolan association would do a great deal to foster the production of more and better pozzolanic materials, and he urged block producers to encourage such a development.

Curing Symposium

One of the significant features of the Houston meeting was a symposium on curing, in which Cedric Willson served as moderator, and short discussions of various aspects of curing were presented by the following panel members: Rudolph C. Valore, Jr., Texas Industries, on fundamentals of high-pressure curing; Henry Toennies, NCMA engineering staff, on low-pressure steam curing; James Schwartz, National Brick & Supply Company, on one-phase high-pressure curing; and Leonard Jones, Chandler Materials Company, on two-phase high-pressure curing.

In discussing some of the fundamentals of high-pressure curing Mr. Valore made these points: The use of a silica-bearing material is essential in autoclave curing because portland cement is likely to be unbalanced at the high curing temperatures

● An excellent discussion of curing problems was presented by these participants in a symposium: Rudolph C. Valore, Henry Teonnies, Cedric Willson, Leonard Jones and James Schwartz.

reached in the process. The omission of silica-bearing material might result in a loss of as much as 50 per cent of strength. The amount of the silica should at least equal the amount of lime present in the binder. Although the process is referred to as high-pressure-steam curing, it is actually the high temperatures achieved through operating at high steam pressures that produce the beneficial results.

There might be some advantage to maintaining control over the rate of temperature rise rather than the rate at which the pressure is increased. To achieve a uniform temperature rise it would be necessary to increase pressure slowly at first, and then gradually step up the rate of increase.

Some of the points made by Mr. Schwartz in his brief remarks regarding one-phase high-pressure curing:

Among the advantages of one-phase curing is the elimination of one lift truck and operator, or a saving of about $11,000 per year for a two-shift operation; the reduction of breakage in handling by fully curing units before they are cubed; a saving of about 0.8 of a cent per block due to the additional replacement of cement with a siliceous material; the need for less space than that required for two-stage curing. Mr. Schwartz noted that these advantages had to be weighed against the disadvantage that twice as many autoclaves are required for one-stage curing as for two-stage. In the case of his own company the $93,000 additional outlay for three autoclaves will be recovered in 9 years just through the savings on one lift truck and two operators.

Mr. Jones made the following observations regarding the advantages of two-phase curing: the ability to autoclave a larger number of units for a given capital investment; a substantial reduction in the amount of time required to load autoclaves; and less wear in tear on pallets and racks because they are kept out of the cylinders. At the Chandler plant the block are first placed in conventional low-pressure rooms for a period of time, and then cubed on special rail cars which are pushed into the autoclaves in trains consisting of 15 cars holding 7200 units. The 15-car trains are moved in and out of the cylinders by means of a motor driven winch. Four complete trains are required to serve the two autoclaves.

In discussing low pressure curing Mr. Toennies noted that this method will for many years remain the most widely used technique in the block industry. He also expressed the opinion that many plants may not be obtaining the best possible results with their low-pressure systems. Some of his specific suggestions on how to obtain the best results:

Always hold relative humidity at 80 per cent or higher so that the block will not start to dry out in the curing room; check rooms for stratification of steam during the cycle, and correct condition if necessary by means of mechanical circulation; and during winter operations lengthen holding period, maintain heat in the curing rooms during loading and holding, and allow more time for steam up.

In discussing drying cycles Mr. Toennies offered these suggestions: do not dry at temperatures in excess of 240 degrees F.; *push* drying air through curing rooms rather than pull it through; and make sure that warm air for drying enters the kiln at low relative humidity and leaves it at high relative humidity. In a brief reference to the problem of shrinkage cracking this speaker mentioned the possibility of preshrinking block by means of carbon dioxide.

Credit Problems

A talk entitled "Credit—The Atomic Element in Business" was presented by Walter D. Kelsey of the Houston Association of Credit Men. According to this speaker the old concept of a credit manager as "a guy who could say no and mean it" is no longer valid; in modern business he must be an individual who can say *yes* under the right circumstances. One of the major problems many business men face today, Mr. Kelsey believes, is the problem of selling successfully to marginal customers, where

(*Turn to page* 26)

Pictured at the founding meeting of the Unit Step Association, membership including some 82 members and wives from the United States and Canada.

UNIT STEP Manufacturer's Association National Convention

February 5 and 6, 1955, The Unit Step Association held its second annual convention in Des Moines, Iowa, with 94 people attending. Present officers were elected to serve another year. Glenn F. Lister, president; Ted Bates, vice president; W. J. Morf, secretary-treasurer; Ed Christian and Walter Smith, Directors.

Mr. D. Blue of the Portland Cement Association presented a talk on *The General Treatment of Precast Concrete.* Eugene Kogl gave some advice on *Curing Concrete, Especially in the Unit Step.* Mr. William Fink discussed *License Laws in Relation to the Unit Step.*

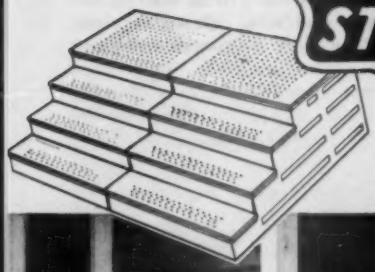
All sessions were warmed with the enthusiasm and spirit reflected from the 1954 meeting, the association's first, which was the 15th birthday of the Unit Step Form Company. Mr. Morf reviewed progress made by the association during the year and showed pictures taken at the first meeting, the first week of July, 1954, when the association was founded in South St. Paul, Minnesota.

It was decided that the next association convention will be held for three days instead of the usual two . . . February 2, 3 and 4, 1956 in Cedar Rapids, Iowa, where Morf Concrete Products is located. Association Headquarters is at the Unit Step Form Co., So. Robert Road, R. 10, South St. Paul, Minnesota.

Officers elected to serve another year pictured with their wives, Mr. and Mrs. Glenn F. Lister, president; Mr. and Mrs. W. J. Morf, secretary-treasurer.

Founder and president of the Unit Step Form Company, Mr. Frank Kogl, conducted first meetings where members chose officers and a board of directors who drew up the constitution and by-laws. Plans were initiated for a 1955 convention in Des Moines.

(ADVERTISEMENT)

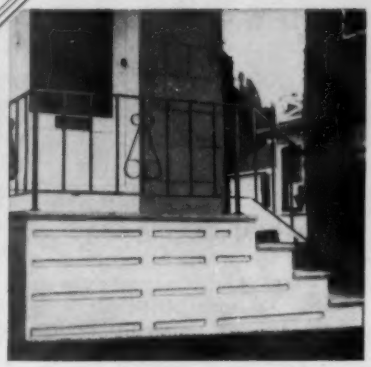


America's Famous Firsts

KOGL'S UNIT STEP

first one-piece step

6' 3 riser with platform 42" deep



convenient solution to side entry problem

good looking and permanent on new home

simple and handsome on remodeled home

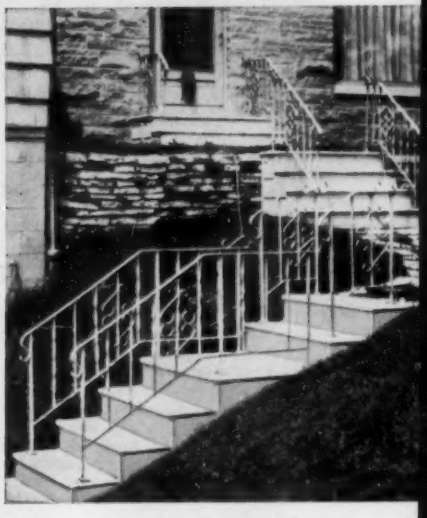
FIRST ***one-piece hollow-cast concrete step***

FIRST ***non-skid concrete step***

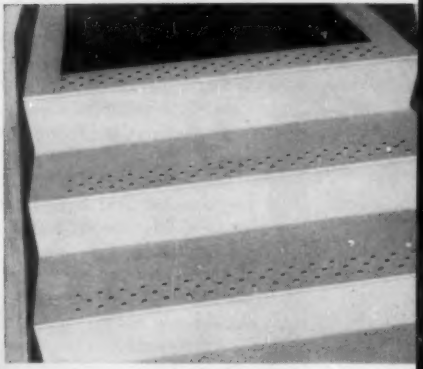
FIRST ***precision-perfect step***

Unit Step forms are made in standard widths of 4, 5 and 6 feet . . . one to six risers high, in one piece, with or without platforms, Steps and railings can be provided in unlimited variations to suit almost every need.

Kogl's Unit Step Forms and methods of casting are covered by seven patents (64) claims. This emblem insures that Unit Steps meet the rigid specifications required by the owner of these patents. Unit Steps are manufactured in the United States and Canada. Forms are manufactured by the Unit Step Form Co., So. Robert Road, R. 10, South St. Paul, Minnesota.



novel arrangement of steps leading over terrace



Interior stairways cast to the architect's specifications under Mr. Kogl's patented methods. 110 flights of stairways were installed in this $3½ million project in Madison, Wisconsin.

RAIL ANCHORING

NON-SKID TREADS

REINFORCED

BACK-LIGHTED NUMBERS and NAMES

the profit is high but the risk is also considerable. The credit manager who stands the best chance of accomplishing this was described as a sales-minded executive who combines the skills and know-how of an accountant, a financial wizard, a lawyer, a banker, and an expert in human relations.

NCMA Promotion

W. P. Markert

Commenting on the favorable outlook for the block industry in the years ahead, W. P. Markert, director of promotion, National Concrete Masonry Association, pointed out that block is the only important building material that hasn't joined in the upward cost spiral that started in 1945. He cautioned his listeners, however, that it is not enough to produce a quality unit and offer it at a fair price. Unceasing merchandising, promotion and sales effort, Mr. Markert believes, are absolutely essential to the continued prosperity of the industry. He then went on to outline some of NCMA's plans for assisting members to develop broader markets for their production.

At the close of the Houston meeting George W. Katterjohn, president of the Southeastern Division, introduced Earl W. Peterson, president-elect of NCMA, who will take office at the forthcoming annual convention in New Orleans. Mr. Peterson, noting a need for a nation-wide concrete masonry team working together enthusiastically, expressed the hope that many more block makers will soon get out of the grandstand and onto the playing field by joining the national association.

PCA Promotion

S. H. Westby

S. H. Westby, manager of the Housing and Cement Products Bureau, Portland Cement Association, discussed some of PCA's present promotional plans for concrete masonry. With block accounting for only 4 or 5 per cent of current home construction, Mr. Westby believes that this field offers the best opportunity for major expansion of the market for concrete masonry units. To help cultivate this important potential market, PCA plans to shift the emphasis of its advertising from the home owner to the speculative builder, who accounts for about 80 per cent of all home building.

Future promotion by PCA, Mr. Westby said, will also focus more attention on sizes and types of block other than the standard 8- by 8- by 16- inch unit. Half high, slump and split units will be particularly emphasized.

Do Exhibits Sell Your Products?

(*From page* 21)

—water-coolers for a free drink;
—comfortable chairs to furnish weary wanderers a rest;
—motion of just about any nature or description, like animated films, moving parts, or live demonstrations. Motion always attracts attention;
—give-aways, providing they are clever or useful;
—contests, even though the prize is small and inexpensive. An excellent way to build a mailing list is to offer a contest prize to the winner of a drawing on which contestants are asked to place their name, business connection and address. A high percentage of these names may turn out to be good prospects.

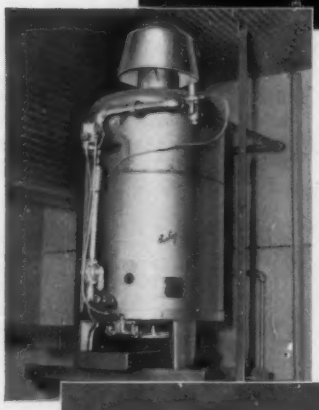
To get the most out of all the time and care you put into an exhibit, you must have attendants on duty in the booth when you need them. Recently I attended a trade show at which the peak traffic came during and right after the lunch hour. Dozens of booths were poorly staffed at this most important time of the day because the salesmen were out to lunch. Another hour when many exhibitors miss the boat is early in the morning. Lots of ripe prospects show up to tour the exhibits then — only to find many of the booths un-manned, evidence of multiple hangovers in rooms upstairs.

Part and parcel of any profit-showing exhibit are effective preparation and hard-hitting follow-through. It takes a great deal of time to build an exhibit. Whether you're doing it yourself or having it done by professionals, you should get it into production at least several months before the exhibit date. Then, a few weeks before exhibit time, you should use every means at your disposal to let prospective customers know about your exhibit and induce them to visit it. Invitations or tickets can be sent as a special mailing, as a stuffer in routine correspondence or handed out by salesmen. Stickers can be affixed to correspondence or meter-messages imprinted on envelopes. Your advertisements for weeks ahead can call attention to the exhibit, and publicity can be offered to the local newspapers. And finally, your participation in the show should be explained to all your employees and emphasized at company sales meetings and in correspondence with suppliers — so everyone can gain the maximum usefulness from it.

Even more important is the post-show follow-through. A growing number of exhibitors are profitably putting heavy emphasis on intensive follow-up of contacts made through trade-show exhibits. Many have dropped literature distribution at the booth in favor of registering visitors and sending out the material after the show so it won't be dumped in a hotel room waste basket. Others have developed a more personal follow-through, such as taking a photograph of each visitor at an exhibit and then sending the print to his office when he returns. But regardless of the device used, all the careful planning, ingenuity, and hours of work that go into your exhibit are useless without the final step of making a customer out of a prospect who visited your booth and showed an interest in your poducts.

So we come back to our original question: do exhibits sell concrete products? The answer must be a conditional "yes", IF you give them the proper opportunity — by thoughtful advance planning, by careful preparation, by ingenious techniques, by enthusiastic advance announcements, by alert manning of the exhibit space, and by aggressive follow-through. If you can put all these things into your exhibit, brother, it can sell lots of concrete for you!

the Water Heater you need for your *Year 'round* redi-mix plant



Burkay

Model 718

- A High-Recovery Water Heater—403 gal. per hr. at 100° rise. May be installed in multiple to meet larger needs.
- Remarkable operating economy.
- Instant response to load demands.
- All copper waterways guarantee no corrosion and long life.
- Compact. Easy to install.
- Trouble-free. All gases.

Burkays are light, compact. Easily fit overhead in out-of-the-way places.

• Freezing temperatures need not put a damper on your concrete mixing activities. The answer to this predicament—mix with hot water so that the concrete can "set" before it freezes; and heat your mixing water with a dependable, gas-fired Burkay Water Heater.

Burkays have many natural advantages for this use. They are light, compact, easy to install, and may be put in out-of-the-way places. They are portable, practically service-free, are flexible as to installing additional units.

The usual Burkay installation consists of a heater plus storage tank (recovery system) to supply a large volume of one-temperature hot water; smaller installations may use instantaneous heaters.

See your nearest A. O. Smith Burkay distributor for information.

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Please send me helpful data on water heaters for Redi-Mix Plants.

Name.....Title.....

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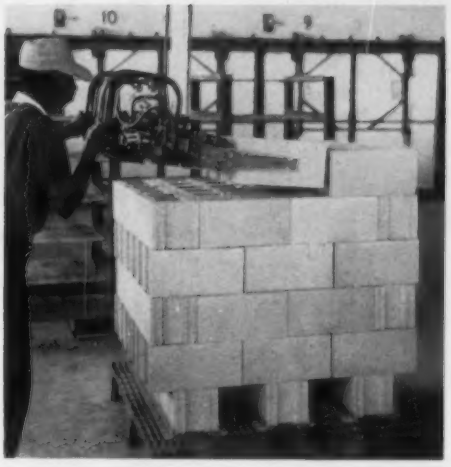
City.....Zone....State.....

Up From The Ashes



■ EXACTLY THREE MONTHS after a disastrous fire completely destroyed the block plant of the Schuster Coal Company, the company resumed operations in the attractive modern plant shown in the accompanying photographs. The fire occurred on February 18 of last year and the first block was made on May 18. In the intervening 90 days everybody associated with the project was called upon to perform minor miracles in constructing and equipping an entirely new plant on filled ground while battling the tag ends of one of the severest winters in recent history. The end result is a fine tribute to human ingenuity and perseverance.

The plant is built around two modern automatic block machines, each of which is capable of producing at the rate of 900 units per hour. A feature of the installation is the inclusion of three bridgecrane cubers located in front of the curing rooms. These devices make it possible to cube at the same rate that production comes from the block machines. The cubes are formed on elevated self-cleaning steel platforms—probably one of the most effective auxiliary devices thus far developed to facilitate cubing.

Shown in the group photograph at the right are these key individuals in the Schuster organization: R. C. Brown, plant superintendent, Charles W. Broughton, president, and James F. Harris, general manager. The firm is located at Indianapolis, Indiana.

JUST RIGHT FOR AUTOCLAVES

this new Erickson is

AR-TIC-U-LATED

MODEL P-7A 7,000 lbs.
MODEL P-10A 10,000 lbs.

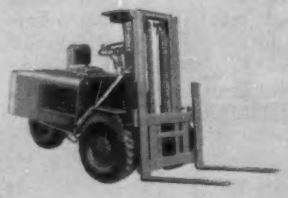
UNITED BY A JOINT

it turns in the middle— takes the corners like a breeze

Erickson has created a revolutionary new idea in platform trucks—it's ARTICULATED—with a joint or pivot between platform and drive wheels. Models P-7A and P-10A are the units for the new and unusual operations, —autoclaves, for instance—where you need utmost maneuverability with heavy duty capacity. With the ARTICULATED design, platform bed can be made up to 10 or 12 feet and still handle heavy, bulky loads with ease. These articulated models are in addition to the veteran Erickson P-5 and P-7 standard models, and built with the same rugged durability.

Erickson Fork Trucks are made in 10 sizes from 2,000 to 20,000 lb. capacity. Send for circular on the complete Erickson line.

STANDARD PLATFORM TRUCK
MODEL P-5, 5,000 lbs.
MODEL P-7, 7,000 lbs.



MODEL F-4R, 4,000 lbs.
MODEL F-5R, 5,000 lbs.
MODEL F-6R, 6,000 lbs.

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CONVENTION • NEW ORLEANS, LA.
JANUARY 23-24-25, 1956

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Please send free circular on the complete Erickson line of platform and fork trucks.

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ACI'S ATLANTA MEETING

ADDING IMPETUS to a trend, the American Concrete Institutes' eighth regional meeting, October 31-November 2, at Atlanta, Georgia, broke all previous attendance records for regional gatherings and emphasized that such affairs have become an important part of Institute activities. More than 400 registered from 26 states, the District of Columbia, and two Canadian provinces. For the first time at a regional meeting exhibits comprised one of the main features, with 29 exhibitors participating.

The technical program was divided into sessions on design, precast concrete, construction, and masonry. The last day was devoted to field trips to various construction projects and manufacturing facilities.

Precast Concrete

One entire afternoon session under the chairmanship of George S. Jenkins, associate, J. E. Greiner and Associates, architects and engineers, Albany, Ga., was devoted to precast concrete. Thor Germundsson, manager, Structural and Railways Bureau, Portland Cement Association, Chicago, presented a film and commentary on European precast concrete.

The rest of the session was devoted to a panel discussion of thin precast concrete. Panel chairman was A. Amirikian, chief design engineer, Bureau of Yards and Docks, Department of the Navy, Washington, D.C. Panel members included K. P. Billner, president, Vacuum Concrete, Inc., Philadelphia; L. P. Corbetta, secretary, Corbetta Construction Company, Chicago; W. H. Baskerville, Concrete Engineering Company, Knoxville, Tennessee; and H. H. Edwards, president, Lakeland Engineering Associates, Inc., Lakeland, Florida.

Mr. Amirikian prefaced the discussion by pointing out the general merits of thin precast concrete with particular emphasis on the attainment of greater economy in the utilization of materials, noting that the panel members constituted a cross section of what is being done in this field, Mr. Billner described the application of vacuum concrete in thin precast work, followed by Mr. Corbetta, who discussed the favorable conclusions arrived at by the contractor. Mr. Baskerville outlined the particular applications to plant-manufactured items and their design criteria. Mr. Edwards forecast the far-reaching consequences of prestressing in altering the properties of concrete and extending its use. Mr. Amirikian concluded the formal presentation by describing the application of thin precast concrete by the U. S. Navy Bureau of Yards and Docks.

Lightweight Aggregate Concrete

"Design and Control of Lightweight Structural Concrete," by George H. Nelson, executive vice-president, Law-Barrow-Agee Laboratories, Inc., Atlanta, and Otto C. Frei, president, Georgia Lightweight Aggregate Company, Rockmart, Georgia, presented an overall viewpoint of the progress of expanded shale structural concrete in the Southeast. The authors presented data on expanded shale aggregate from a new source in Georgia and physical characteristics and test data which relate to mix proportioning were discussed. The aggregate is blended or sized in ¾ to ⅜ inch, ⅜ to 3/16 inch and 3/16 inch to dust, with the gradation conforming to ASTM C330 and C331. Soundness tests of the coarse aggregate gave values of 1.22 and 1.16 for the fine aggregate. The crushing strength is 2100 to 3400 psi.

In proportioning mixes using lightweight aggregate, the authors noted that the amount of fines used depends on the type of concrete and the amount of air-entrainment. Weights of 70 to 89 pounds per cubic foot are possible. In structural concrete, the lowest fines and the lowest amount of entrained air consistent with workability are used. When these two factors are at a minimum, harshness develops and when at a maximum, more water is needed consistent with the amount of entrained air. Air content for best workability varies from 8 per cent at 3 sacks per cubic yard to 3½ per cent at 6 sacks, and 1 per cent at 9 sacks per cubic yard. The air is entrained for workability in placing the concrete and not for imparting durability to the hardened concrete.

Curves for determining the optimum amount of air entrainment for highest strength were shown and a design method was suggested which employs a term called "specific gravity factor," eliminating the need for knowing the actual specific gravity of the aggregates or the actual water-cement ratio used. Proportioning of lightweight aggregate concrete mixes is difficult because the absorption and rate of absorption and the specific gravity vary and are not reliably known. Trial batches are necessary to determine cement factor, gradation, air entrainment, and mixing water required to produce the specified slump.

Charts showed the variation of compression and flexural strength, bond, shear, and diagonal tension in shrinkage with various mixes developed for use with the local aggregate.

A brief account was given of the problems of handling, batching, transit-mixing, central-mixing, moisture content control, mixing cycle, and other factors pertaining to the field control of lightweight structural concrete. Because of breakage in handling and segregation, dry batching of the aggregate is not recommended. Spray systems on conveyors moving the material to stock piles partially soak the aggregate and upon storage a uniform moisture content is achieved. A batcher is filled from this pre-soaked material.

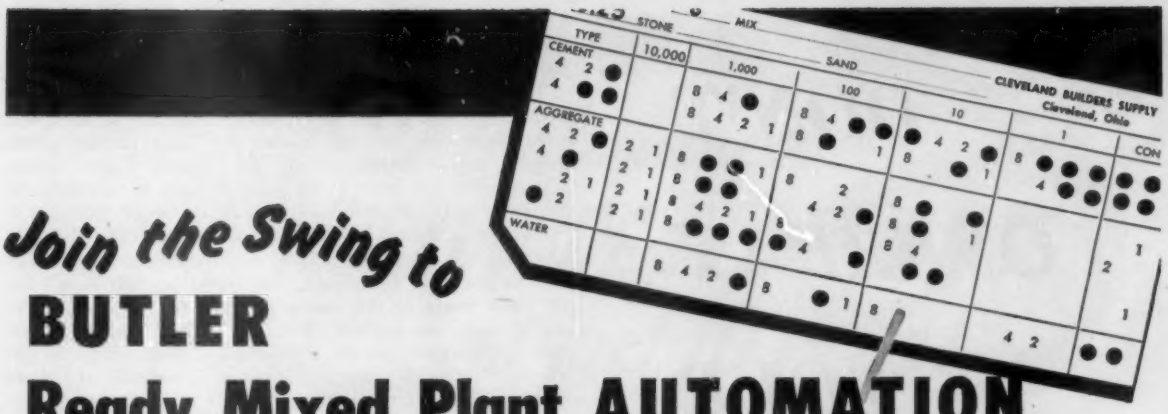
Concrete Masonry

The final session of the technical program on Tuesday afternoon was devoted to concrete masonry construction. Session chairman was Bernard B. Rothschild, partner, Alexander and Rothschild, Architects, Atlanta.

R. C. Rittenhouse and W. L. Tefft, chemist and assistant supervisor respectively, Silicone Product Engineering, Linde Air Products Company, Tonawanda, New York, co-authored the report "Performance and Testing of Silicone Water Repellents." After discussing the uses of "waterproofers" and "water repellents" they described some of the characteristics and properties of silicone resin water repellents.

Edward Mangotich, assistant engineer, National Concrete Masonry Association, Chicago, discussed "Curing of Concrete Products and Cracking of Masonry Walls."

The session ended with a panel discussion on concrete masonry construction under the chairmanship of W. R. Ireland, president, Atlanta Aggregate Company, Atlanta. The panel was composed of Dale Cobb, Jackson Ready-Mix Concrete, Jackson, Mississippi; Willard N. Lamberson, Bodin & Lamberson, architects, Atlanta; A. E. Lloyd, Alabama Cement Tile Company, Birmingham, Alabama; Mr. Mangotich; and Harry H. Mitchell, Spartanburg Concrete Company, Spartanburg, South Carolina.



Join the Swing to BUTLER Ready Mixed Plant AUTOMATION

It's more than a swing . . . it's a rush! The Ready Mixed concrete business is greater than ever before and new peaks are ahead. Alert owners know that to keep pace with their markets they'll have to increase production and efficiency. Plant automation is the only solution.

But automation does much more. It greatly improves product quality. Automation prevents costly human error caused by operator fatigue. Automation provides assurance that every batch will be the same until specifications change.

And Plant automation wins buyer confidence, quickly pays for itself in increased sales.

Incidently, since 1955 all Federal specifications for any concrete construction involving over 5,000 yards require automatic, interlocked and recorded batching. That's on ALL future Federal work! So it's high time to think of BUTLER automation.

(Above) Completely automatic, electronic batcher operated by punched card. Note recorders.

(Above) BUTLER control panel for stationary mixer.

(Right) Another automatic BUTLER control panel.

BUTLER BIN COMPANY

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DON'T OVERPAY YOUR TAXES

■ WHETHER THE FEDERAL income tax rates are cut or not, you may be able to cut your own tax bill — honestly!

To do this you need to know the tax effect of various choices. Your choice of a method of handling a particular transaction can raise or lower your taxes, and sometimes you can save money by a legitimate shift of taxable income or deductions from one year to another. You are also allowed choices in your treatment of certain items in your tax return, such as depreciation and research costs.

Many businesses could reduce their tax burden if they were aware of the tax considerations affecting a variety of transactions. The most feasible means for many businesses to keep alert to tax saving opportunities is frequent consultation with a properly qualified advisor. If the firm retains a certified public accountant or a firm of CPAs, there should be tax consultations not just once a year when the filing date approaches, but throughout the year as decisions are made which will affect the tax.

CHOICE OF DEPRECIATION METHOD

Certain tax-saving steps are still possible at tax-filing time. One of them is the proper choice of depreciation method. The first step is to determine the estimated useful life of any asset acquired during the tax year. Every businessman should have a copy of "Bulletin F," which contains tables of "average" useful lives. It is available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 30 cents. The tables provide a guide, but it is not necessary to follow them exactly.

The simplest method is straight-line depreciation. It may also be the best in your particular case. Just divide the cost (less what you expect to sell it or trade it in for when it is replaced) by the number of years of estimated useful life, and this is the amount to be deducted each year. In arriving at the original cost, don't forget to include freight and installation charges in addition to the price paid for the equipment.

The law now specifically permits several other methods of depreciation for new assets having a useful life of three years or more. One of them is known as the declining balance method. In the first year the depreciation rate is twice what it would be under the straight-line method. The next year the same rate is applied to the amount remaining to be depreciated. This process is repeated each year.

The result is that a greater proportion of the cost is depreciated during the early years of the life of the asset.

Another new method, known as "sum of the years' digits," has a similar effect. You should figure depreciation on a new asset in all possible ways so that you can decide which is best for you and make the proper choice.

These methods of rapid depreciation may be particularly helpful to a company which is currently making large outlays for new equipment, but the depreciation left for the later years of the asset's life will be less than under the straight-line method. The best method depends upon the circumstances of the individual company, and is also affected by such imponderables as estimates of future earnings and tax rates during the life of the asset.

RESEARCH AND DEVELOPMENT

Another choice confronting the taxpayer is whether to treat research and development costs as immediately deductible expenses or to amortize them over a period of years. The immediate deduction is certainly a "bird in the hand" and may be very attractive to a company which needs this tax benefit to help finance the undertaking.

The company which can afford to spread the cost over the estimated useful life (or at least sixty months if the useful life cannot be determined) may find it best to do so. This is especially likely to be advantageous for companies whose income is expected to increase.

BEING TAXED AS A CORPORATION

There is a provision in the 1954 Internal Revenue Code which allows some proprietorships and partnerships to be taxed as if they were corporations. This choice should not be made lightly, as there is considerable uncertainty about the provision and the proprietorship or partnership desiring corporate tax treatment might find it better actually to incorporate.

CHOICE OF FISCAL YEAR

Regulations now permit changes of fiscal year in some cases without permission of the Treasury Department. Generally it is wise to use the fiscal year which corresponds most nearly with the annual cycle of business operations, ending at the low point of receivables, inventories and loans, instead of a calendar year. This reduces the area of possible dispute over such matters as value of inventories, and has many advantages apart from tax considerations. The change should be carefully timed, though, to avoid possible adverse tax effects during the changeover period.

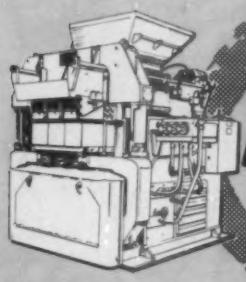
SICKNESS AND ACCIDENT BENEFITS

Under the present tax law, payments from your company to employees for treatment of sickness or injury are not taxed as income of the employees. If the company has a plan for continuing all or part of an employee's pay while he is absent for sickness or injury, limited amounts of this "sick pay" are also tax exempt.

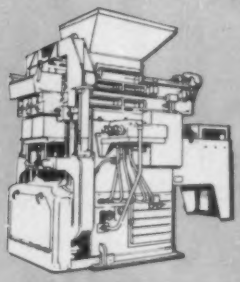
This applies whether the payments are made by the company or by an insurance company. In the case of a sickness requiring hospitalization even for one day during the course of the illness, or in the case of *any* injury, the first $100 per week of payments are tax free. In the case of sickness which does not require as much as a day's hospitalization, the exemption begins after the first week of absence.

(*Turn to page* 39)

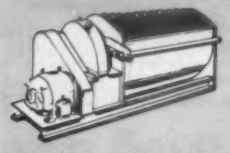
COLUMBIA BUILDS A COMPLETE LINE OF CONCRETE BLOCK PLANT EQUIPMENT
Including:



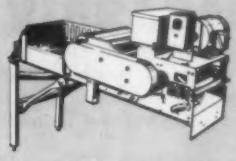
MODEL 12 3-BLOCK MACHINE



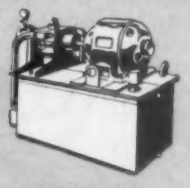
12" HIGH BLOCK MACHINE



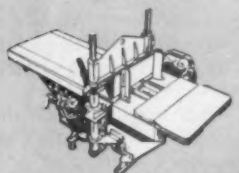
BATCH MIXERS, 12 TO 75 CU. FT



PALLET CLEANERS AND OILERS



PUMPING UNITS



AUTOMATIC BLOCK SPLITTER

FEED DRAWER AGITATORS

POWER ROLLAWAYS

SKIP HOISTS

STANDARD AND SPECIAL MOLDS

Columbia WORLDWIDE ACCEPTANCE in just 10 years!

FRED NETH, President

It isn't easy for an industry to achieve world-wide recognition in the space of one decade — but Columbia Machine has done it! In 1945 Columbia produced its first machine. Today orders for Columbia's products flow in from every part of the globe. Continuous product development has contributed to Columbia's rapid expansion. Final credit, however, must go to Columbia's staff, whose loyalty and cooperation spell the true history of Columbia's bright success. Today — with ten rewarding years behind them — Columbia's people are determined that their company will continue to grow in all the ways by which a vigorous, progressive industry is measured:

MANAGEMENT, with foresight to plan a better product and better ways of serving the concrete products industry.

SALES PERSONNEL, many of whom have grown up in the block business; men who know their wares, who know production problems, and who are qualified to help you with yours.

A SERVICE ORGANIZATION trained in our own plant and competent to service any Columbia machine, anywhere.

AN ENGINEERING AND TESTING DEPARTMENT, constantly at work to give you machines and equipment which top the field for quality and quantity of output.

Columbia's people — like the great machines they make and sell — are always out in front. Plan to meet these men who are making industrial history at the NCMA convention in New Orleans, January 23 through January 26.

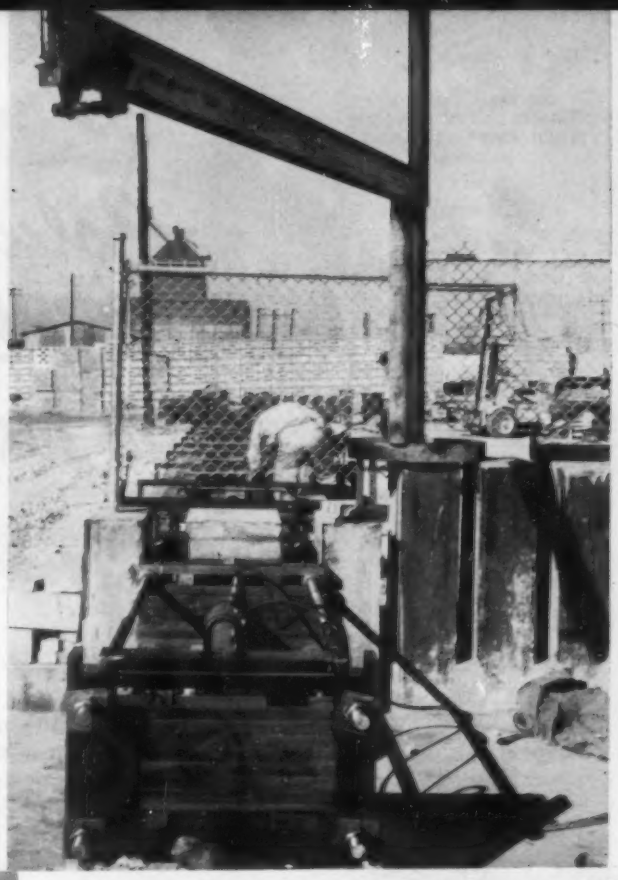
District Offices in: Wisconsin, Illinois, South Carolina, Mississippi, Florida, New Jersey, Virginia, California, Massachusetts, Montreal, Quebec, and Vancouver, B. C.

Columbia MACHINE

Home Office: 107 S. GRAND, VANCOUVER, WASHINGTON
Factory Branch and Warehouse: Mattoon, Illinois

Flyer In Prestressed Concrete

A year's experience encourages North Carolina firm to dig deeper



● Looking down the 100-foot prestressing bed from the jacking pit. Hydraulic ram and jacking frame are in foreground. Note safety screen.

● Workman placing steel in a double tee form for a bridge job. Cross members are holddowns for form extension. Prestressing cables are in place but cannot be seen.

● Three 40-foot long double tee slabs in the photo above carry a sanitary sewer line over a stream. Installations of this kind offer exceptional economy.

NORTH CAROLINA PRODUCTS Corporation, Raleigh, North Carolina, the main plant of five plants engaged in the manufacture of concrete products in North Carolina, early last spring expanded its concrete block and pipe operations to include the production of prestressed concrete units.

Double T-beams and channels were the first prestressed units produced. They were manufactured on a 100-foot long concrete bed, a 200-ton capacity hydraulic jack with a 48-inch travel being used to prestress the cables. The mix for the double T-beams consisted of eight bags of high early strength cement per cubic yard and ¾-inch crushed stone aggregate. These first double T-beams were used to support an 8-inch sewer pipe which ran across a stream. Three 40-foot double T's were supported on four concrete piers with the 8-inch sewer pipe suspended on legs of the double T-beams.

Since this first project, the company has expanded its pretensioned prestressed concrete manufacture to the development of units for other work, including prestressed piling for bridge work and concrete beams.

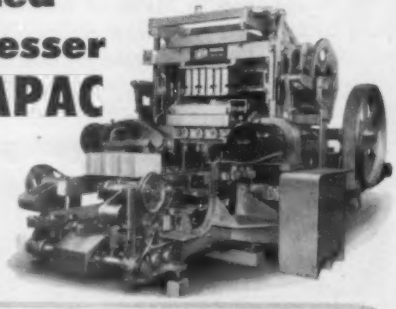
Specifications for prestressed concrete piling state that concrete must attain a strength of 3500 p.s.i. before the cables can be released in pretensioned units, and 5000 p.s.i. must be attained in 28 days. Tests on the first pretensioned prestressed concrete piling produced showed a strength of 4500 p.s.i. after the first 16 hours. Calcium chloride was used at the rate of 1 or 2 per cent per bag of cement in the mix, depending on outdoor temperatures.

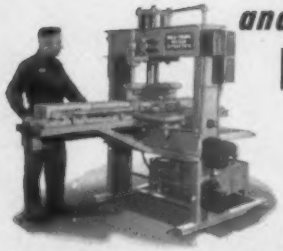
Other projects included a bridge 44-feet wide with a

(*Turn to page* 51)

Give Customers *Beautiful* Split Block Like This—

made from Block produced on a Besser VIBRAPAC





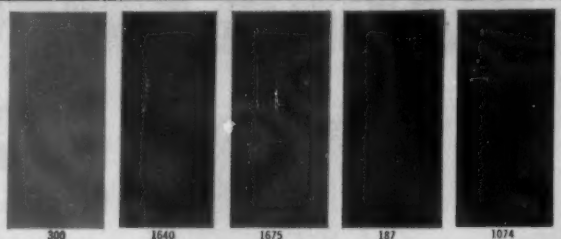
and Split on a BES-STONE Block Splitter

Yes—split block *is* beautiful if it's made *right*, using a Besser Vibrapac and Bes-Stone Splitter—the combination that gives you NEW PROFIT OPPORTUNITIES plus SATISFIED CUSTOMERS. Get all the facts from your nearby Besser Representative, or write for literature to:

BESSER COMPANY

Complete Equipment for Concrete Block Plants

ALPENA, MICHIGAN, U.S.A.



300 Golden Buff | 1640 Red Oxide | 1675 Red Oxide | 187 Brown Oxide of Iron | 1074 Cement Black

A guide for choosing concrete colors

For producers of split blocks, patio blocks, concrete blocks and other colored concrete products.

Manufacturers of colored concrete products agree . . . *The pigments they use must have these 3 important qualities:*

1. A high degree of tinting strength when added to the mix
2. Color uniformity year in, year out
3. The ability to incorporate easily

Manufacturers also require a pigments supplier whose technical department is capable and cooperative, whose shipping service is prompt and dependable.

Point for point, REICHARD-COULSTON quality-controlled pigments and dependable service meet *all* these requirements!

The shades shown above are just 5 of the many concrete colors manufactured by REICHARD-COULSTON. Included are yellows, buffs, maroons, grays, reds.

For a free color card, fill in and mail the coupon. Act now.

GENERAL RECOMMENDATIONS: PASTELS (*Split blocks and similar products*), 2-4 lbs. for each bag of cement. DEEP SHADES (*Patio blocks, concrete blocks, etc.*), 6-8 lbs. for each bag of cement.

Reichard-Coulston, Inc.

15 EAST 26th STREET, NEW YORK 10, N. Y.

Warehouses in principal cities; factory: Bethlehem, Pa.
Over a century of manufacturing and service

Natural RC IRON OXIDE PIGMENTS *Synthetic*

REICHARD-COULSTON, Inc. C-16
15 East 26th St., N. Y. C. 10

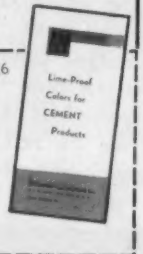
Gentlemen: Please send me a free card of REICHARD-COULSTON concrete colors.

My name_____ Title_____

Company_____

Address_____

City_____ Zone____ State_____



World's Largest Block Plant..

Strangely, Colossus of Industry is Located in Sparsely Settled West Instead of Metropolitan East . . .

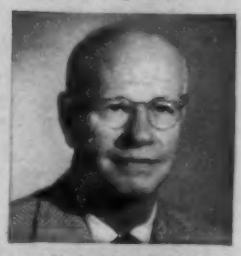
"Mighty oaks from little acorns grow". This familiar adage can certainly be applied when relating the story of the Superlite Builder's Supply Company, Phoenix, Arizona. This progressive block plant was founded about 11 years ago, on the proverbial "shoestring" (cash assets of about $3500.) Today, this company operates, under one roof, the largest block plant in the world. And the fact that the plant is located in "The Valley of the Sun" (Phoenix, Arizona) instead of in a more thickly populated area, makes the success of the company all the more remarkable.

• • •

The seven Besser Vibrapacs, shown in the picture at left, are playing an important role in this extraordinary success story. All seven machines operate continuously, 24 hours of the day, with practically no downtime. Each machine receives the mixed concrete from a Besser 50 cu. ft. Mixer, and a travelling weigh batcher delivers aggregate and cement to each Besser Mixer. For aggregate, a blend of volcanic scoria is used. Materials come from company-owned and operated deposits. Eleven carloads are unloaded and processed each day.

P. M. "Coach" Thomas, General Manager of Superlite and one of the founders of the Company.

MRS. FRAN SMITH,
Advertising Director

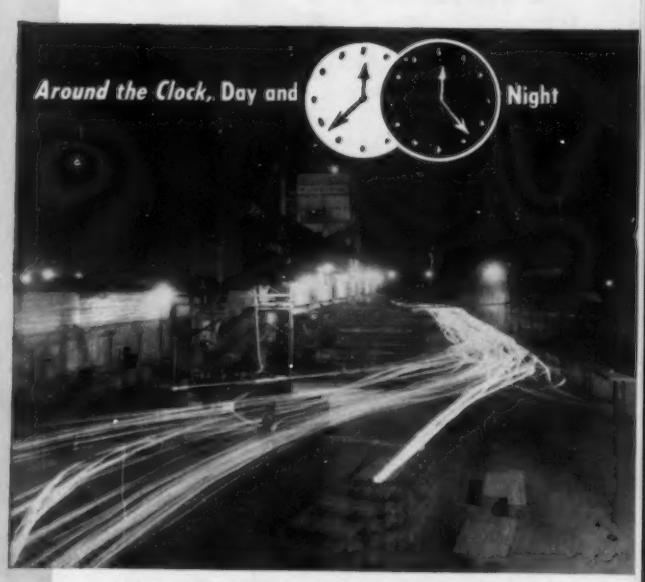


M. E. WAGONER,
Sales Manager

ROBERT MIZER,
General Plant Superintendent

P. M. "Coach" Thomas says:

"After the first month's operation with a Besser Vibrapac, we have never showed a loss. This is something we couldn't say when we operated other machinery, as month after month we showed so much downtime that we were always operating in the red. By having the entire cooperation and teamwork offered by the Besser Company, we have been able to prosper and progress in a fashion that we do not think possible with any other equipment or company."



The Superlite plant operates 24 hours a day, with a daily production of 140,000 units. The interesting picture, above, is the result of a time exposure, taken at night. It shows the path of the lift trucks moving green block to the twenty two high temperature steam curing kilns. A 12 hour steam curing cycle is used.

BESSER COMPANY

is Another BESSER Booster*

* This is the 127th of a series of ads featuring leaders of the Concrete Products industry who are stepping up block production with Besser Vibrapac machines.

75% of ALL Phoenix Construction is Built with Superlite Block!

Phoenix, Arizona is one of the fastest growing cities in the United States, and the Superlite Builder's Supply Company certainly has reason to be proud of the part its product SUPERLITE Block has played in the city's progress. About 75% of all construction is of Superlite masonry units. Wherever you look, you find new homes, commercial structures, schools and churches built with concrete masonry units produced on Superlite's Vibrapac machines. Most of these buildings are designed by architects. All combine beauty with permanence, plus architectural flexibility.

A typical Phoenix home built with 8" x 4" x 16" Superlite Block produced on Vibrapac machines. Note the charm and beauty of this all-masonry home, built for permanence.

Meet "SUPERLITE SAM", the company's clever trade character. He says: "I am the most economical building material you can buy, and I just refuse to wear out. Termites cannot ruin me. I defy the sun or the cold to penetrate me. And, with all modesty, I must tell you, everyone says I have great beauty."

Steel hopper bottom cars at R. R. siding. Materials are conveyed from pit to crushing and screening plant, then to storage bins.

High Quality Block, *plus Progressive Sales Policies,* Assure Success!

The Superlite Company is not only interested in attaining mass production records; the firm insists that each manufactured unit be of a high quality block, capable of meeting the highest standards of the industry. Good salesmanship, production planning and plant economies have also helped the company to achieve success. Of course, the little trade figure, shown above, plays an important role in selling more than 45,000,000 units annually (8" or equivalent) to people in the Phoenix area.

Aerial view of the 7 Vibrapac machine plant of the Superlite Builder's Supply Company at Phoenix, Arizona. Note extensive yard storage facilities. Block are stored for a minimum of thirty days. Superlite also operates a Vibrapac block plant in Calipatria, California

BESSER COMPANY, Box 127, Alpena, Mich., U.S.A.

1ST in Concrete Block Machines

BESSER VIBRAPAC

A 8551-2PBC

HOW TO ORGANIZE A SAFETY COMMITTEE

By J. E. BEDFORD

ACCIDENTS are a perpetual problem facing all segments of industry. Some accidents can be explained away on the basis that new employees have been added to the payrolls and these people are not safety conscious. Others on the basis that old employees have grown lax in observing safety rules established by top management to reduce the accident rate. Whatever the reason, however, frequent accidents are a serious indictment of management, and the problem must be met and solved.

Individual concrete manufacturers can check their own accident rate with the national average. An average of eight days per worker per year is lost due to accidents in industry. To check your own performance against this national average, take the total number of lost days due to accidents in your organization. Divide this by the number of employees on your payroll.

For instance, one ready-mixed concrete firm discovered that during the past year there were 350 days lost—not total days for the firm, but individual days lost for the employees. This firm has a total payroll of forty. By dividing forty into the total number of days lost due to accidents, the average is almost nine days lost per employee.

This computation will give you the cost per employee on a financial basis, but it does not take into consideration other cost factors. Nor does it consider the physical pain and personal hardship these employees suffered.

From management's standpoint there are other costs—intangible ones that are hard to compute. It takes time and costs money to break in a new man to take over after an accident. If another worker is transferred to take over the work of the accident victim, production will drop. And, if the accident rate continues at a high level, the insurance rates will continue to climb.

When top management is convinced that something should be done to decrease the accident rate, there is always the problem of what to do. Some concrete firms have hired safety directors, or have given the safety director's assignment to someone in the firm. For many firms in the concrete industry, however, this is too expensive and may not prove too satisfactory. It requires an individual who understands all of the work of the organization, knows how to inspire the workers to observe safe practices, and who will take a definite interest in this phase of the safety director's job.

A more practical solution to the accident problem for the average concrete products firm is the appointment of a safety committee. Such groups of supervisors and workers are established for two definite purposes: (1) to provide safety education, and (2) to fix responsibility for carrying out the safety program.

In selecting the workers and the supervisors for the safety committee, certain things should be kept in mind. Most producers who have used the safety committee to help reduce the accident rate agree that the committee should be made up of both workers and supervisors. This avoids the possibility of safety being a top-level management recommendation. Since fellow workers are on the committee, the rank-and-file of the employees will go along with what the safety committee recommends.

Another consideration in selecting the committee members is to be sure that there is representation from all departments, particularly those in which the largest number of accidents occur. This will prove valuable in developing solutions for safety problems that will meet the requirements of the department. Then, too, it will cover all types of accidents and make the safety program more complete for your firm.

Top management and management advisors who work with committees recommend that not more than 8 or 10 members make up the safety committee. In large firms the group is usually placed on a rotating basis, and in smaller firms the number of the committee members is reduced somewhat.

When the members of the safety committee are changed frequently, the effectiveness of the safety program is increased. In some firms half of the members are replaced every 6 months. Thus, a worker or supervisor will serve for a period of a year, but every 6 months half of the group is replaced, bringing in fresh viewpoints which can be tempered with the wisdom of the older members of the committee.

Most companies agree that the safety committee should have five definite responsibilities in carrying out their work.

1. Set standards for guarding the equipment.
2. Formulate safety rules and make necessary changes in existing rules.
3. Investigate all accidents.
4. Review safety suggestions presented by their group and by other employees of the firm.
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Safety rules made by the safety committee will usually be more closely observed than if management passes down a list of safety directives. These rules will be made by a group of employees and will naturally take their own interest into consideration. The workers will realize this and will be more willing to follow the safety regulations established by the safety committee.

Accident investigation should be a continuing process. Each investigation should answer the important questions of how, who, when, where and why for each accident. When the committee develops the ability to investigate along these lines, they will be able to determine what should be done to prevent a recurrence of this particular type of accident.

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(*Turn to page* 51)

Don't Overpay —

(*From page* 32)

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REPAIRS and IMPROVEMENTS

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For example, you might have a furnace repaired and new radiators added. By separating the charges you can deduct the cost of the repairs in the current year, although the new radiators would be improvements subject to depreciation during their useful life.

KEEPING GOOD RECORDS

Many deductions are lost through failure to keep adequate business records. Be sure that you have good records to show you what deductible expenses you have had, and to back up your deductions in case they are questioned by the Government. This applies particularly to your out-of-pocket business expenses, such as travel and entertainment of customers, and to items which are deductible on your personal income tax return.

Good records and properly qualified professional tax assistance — at tax-filing time and throughout the year — are the keys to income tax savings.

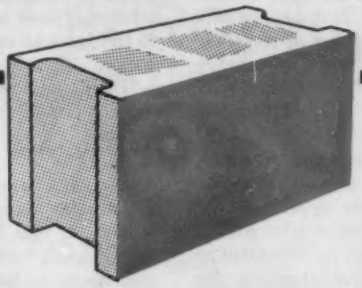
■

Texas Portland Cement Lets $330,000 Contract

The Texas Portland Cement, Orange, Texas has let a $330,000 contract to the Chandler-Borton Company of Hutchison, Kansas, for the construction of four cement silos and a slurry tank and mixing tank. The Chandler-Borton Company has done extensive work on cement company silos and is the world's largest builder of grain storage silos.

Best

EXCLUSIVE FRANCHISE EVER OFFERED A BLOCK MANUFACTURER



Color-N-Glaze **BLOCK**

FRANCHISE TERMS INCLUDE THE FOLLOWING FIRSTS:

- **Personal Salesmen Sell Color-N-Glaze Blocks for The Block Manufacturer — No Commissions Involved.**
- **No Royalties Paid By Block Manufacturer**
- **Guarantees To Each Exclusive Color-N-Glaze Block Manufacturer *Minimum* Sales Of 200,000 Units**

A Reputable Plant And A Desire To Manufacture A Faced Block Not Subject To Competition Makes Your Company Eligible For A Franchise.

Let Us Hear From You.

TEXTURES COMPANY

TEXTURES COMPANY
140 N. Dearborn St., Chicago 2, Ill.
Please send information on Exclusive Franchise to manufacture COLOR-N-GLAZE Block.

Name .....
Company .....
Address .....
City ..... **Zone** .... **State** .....

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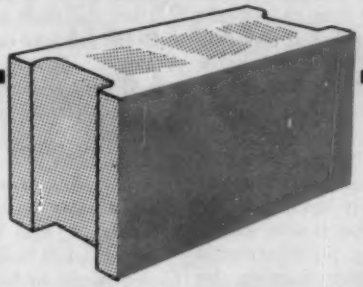
■

Texas Portland Cement Lets $330,000 Contract

The Texas Portland Cement, Orange, Texas has let a $330,000 contract to the Chandler-Borton Company of Hutchison, Kansas, for the construction of four cement silos and a slurry tank and mixing tank. The Chandler-Borton Company has done extensive work on cement company silos and is the world's largest builder of grain storage silos.

Best

EXCLUSIVE FRANCHISE EVER OFFERED A BLOCK MANUFACTURER



Color-N-Glaze **BLOCK**

FRANCHISE TERMS INCLUDE THE FOLLOWING FIRSTS:

- **Personal Salesmen Sell Color-N-Glaze Blocks for The Block Manufacturer — No Commissions Involved.**
- **No Royalties Paid By Block Manufacturer**
- **Guarantees To Each Exclusive Color-N-Glaze Block Manufacturer *Minimum* Sales Of 200,000 Units**

A Reputable Plant And A Desire To Manufacture A Faced Block Not Subject To Competition Makes Your Company Eligible For A Franchise.

Let Us Hear From You.

TEXTURES COMPANY

TEXTURES COMPANY
140 N. Dearborn St., Chicago 2, Ill.
Please send information on Exclusive Franchise to manufacture COLOR-N-GLAZE Block.
Name .....
Company .....
Address .....
City ..... **Zone** .... **State** .....

HOW DO YOU HIRE A SALESMAN?

By DAVID MARKSTEIN

■ THERE IS AN OLD business truism to the effect that no firm can be any stronger than the abilities of its weakest employees. Grant Jahncke believes that this goes double in the competitive concrete field—and triple if applied to salesmen.

"For," he says, "it's also true that nothing happens until a sale is made. Upon *sales* ultimately depend all income, all profits. That is why we lay such stress upon wise procurement of salesmen and careful training for them."

Mr. Jahncke is sales manager of Jahncke Service, Inc., New Orleans, Louisiana. He has developed over the years a "hiring yardstick" against which he measures applicants for sales jobs. A planned break-in routine integrates new men smoothly into the Jahncke concrete selling organization.

The measurements on Grant Jahncke's hiring yardstick include:

1. How much experience?

"In this way we lay little stress upon *sales* experience," Mr. Jahncke notes. "I find that the professional, experienced salesman is more than not likely to be one whose methods are too hot-shot or high pressure for this field. Mind you, I'm not saying that critically or meaning to imply that all—or even most—salesmen operate with high pressure methods. Rather, I mean that the methods required to sell a consumer may not be actually high pressure, but they're still *too* high pressure for a field in which the salesman calls upon men who know at least as much about concrete and its uses as he does, and may possibly know more. Architects, engineers and contractors are not persons who can be swayed by any methods even touching upon the hot-shot."

If not sales experience—then what? Grant looks instead for some knowledge of the field. He prefers men who are familiar with concrete, its manufacture and uses. He'll settle for a man with a working knowledge of the building industry. "And where are such men to be found?" he asks. "We find them most readily in a place not many manufacturers look when they need a salesman replacement: right inside the organization. The man who is a good clerk makes a good salesman too, provided he meets other tests of our hiring yardstick as well as he does this test of experience."

● Grant Jahncke carefully measures applicants for sales jobs against his department's strict requirements.

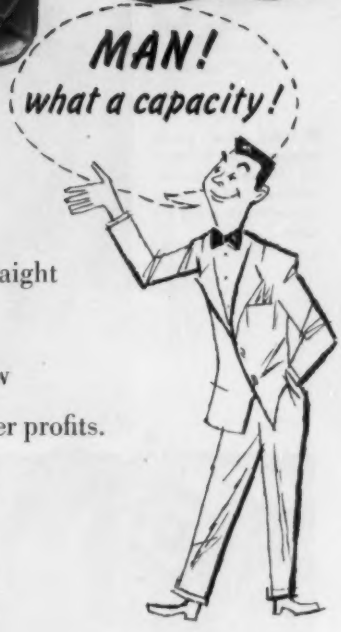
● The new salesman is introduced to architects, engineers, contractors and others with whom he will be doing business.

2. Has he a sales personality?

In seeking this, Grant Jahncke rules out some of the extroverted abilities required of salesmen who sell consumer goods. He does look for the prospective salesman's ability to stand the tests of tact, patience and selling himself.

"Contractors, engineers and architects are like the rest of the human family," Jahncke points out. "Sometimes they're in bad temper. A salesman has to be able to handle tough situations with tact, he has to possess the patience to wait out situations. When we use men from other departments of our own plant, we have a ready knowledge—gathered from interview with the previous department head—whether these important abilities exist. In the case of applicants from outside the Jahncke organization, I try to judge from the impression a man makes as he sits across the hiring desk from me."

Jahncke examines his impressions most critically when it comes to a man's selling of himself. Grant points out that most concrete plants turn out a good product—although formu-



Challenge, sales and quality leader five straight years, now presents to the Ready Mixed Concrete Industry a new truck mixer that assures even greater profits.

See it at the NRMCA Convention February 13-16, Booths No. 297 - 306 inclusive.

COOK BROS. EQUIPMENT CO.
3334 San Fernando Road
Los Angeles 65 — CLEVELAND 6-3151

COOK BROS. TRUCK EQUIPMENT

exclusive national distributors for
CHALLENGE *Pacemaker* **TRUCK MIXERS**

las may slightly differ—and that as a matter of competitive reality, most prices are in line. Therefore, the principal things a salesman sells are himself and Jahncke service. "We can furnish the good service to customers, but *he* has to furnish the likeable personality," Jahncke states.

3. Is he service-minded?

In concrete selling, plant service has to be backed up with salesman service. High on the Jahncke list of job requirements is ability to give personal service, to explain new uses, to help in working out customers' problems,—even where no order can possibly result—and to show up regularly in the prospect's office in the capacity of helper rather than hot-shot order-taker.

4. Is he a solid citizen?

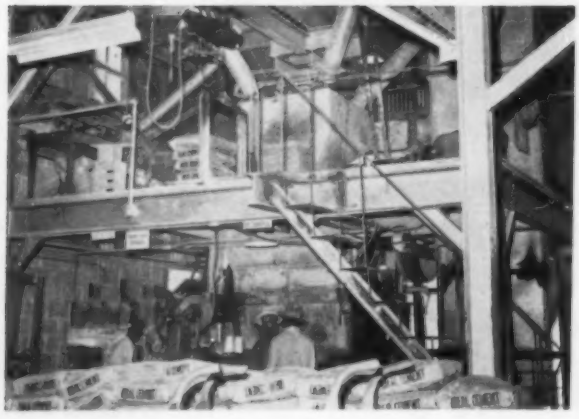
Once again, in the case of sales hirees who come from inside Jahncke's big organization, it is simple to determine this. With outsiders, Jahncke checks credit rating, home ownership, reputation in the community. "It's no more than a rule of thumb," he says, "but in many cases, the married man with a family is more stable and solid than the single one. There are a lot of exceptions to this, of course. All we want are the facts about a man, however. We stay strictly out of his private life."

5. Can he work as part of a team?

The rugged individualist has many admirable qualities, Jahncke believes, but he has little place selling concrete. "The salesman has to operate, first, as part of his *customers'* teams," he notes, "next as a smooth-working member of our sales department team, and finally as an efficient cog in the entire Jahncke team. I look for ability to get along with others and cooperate in projects in which he does not necessarily have the leading role—or even a big role."

Once hired after measuring up to this exacting yardstick, the new salesman-to-be is given a planned break-in training course to integrate him into Grant Jahncke's sales organization. In the accompanying picture-sequence, the camera follows one recent new sales employee through this course.

● Here the new salesman is briefed on Jahncke Service routines and sales department paper work.



● He also spends time learning the various angles of concrete products by touring the plant.

New Plants and Expansion Programs

Some recent items on new plants and the expansion of existing plants in the block, ready-mixed concrete and concrete products field:

Cincrete Corporation, Long Island City, New York, has announced the installation of new plant equipment and machinery totaling $250,000.

Beloit Concrete Products, Inc. has been formed in West Allis, Wisconsin.

Concrete Pipe and Products Company, Richmond, Virginia, will establish a concrete pipe manufacturing plant in Lynchurg, Virginia.

Concrete Building Products Company was recently established at Harrisonville, Missouri.

Bestpipe, Limited, a newly formed concrete products manufacturing firm, has announced plans for a $400,000 plant at Kitchener, Ontario.

The DeMarco Concrete Block Company has begun production at a new $200,000 plant at Pompano Beach, Florida.

Expanded Clay and Shale Assn. To Hold Meeting

The mid-winter meeting of The Expanded Clay and Shale Association has been set for Tuesday, January 24, in the Orleans Room of The Roosevelt Hotel, New Orleans.

In making the announcement, William F. Atkins, president of the association, said that one of the main items on the agenda will be a report from the technical problems committee headed by Henry O. Pommer, vice president of Moss Light Weight Aggregate Company, Memphis, Tennessee. This report will highlight recent developments in the field of test research and data for expanded clay and shade lightweight aggregates.

Texas Industries Names Advertising Manager

Paul D. Berthelot has been named advertising manager for the concrete division of Texas Industries, Inc., with headquarters in Fort Worth. Mr. Berthelot will be in charge of advertising and promotion for Fort Worth Sand & Gravel Company and 29 Texas Industries divisions in Texas, Louisiana, Oklahoma and Kansas.

BIG BLOCK MAKER MAKES BIG $ ON MEDUSA MASONRY PAINTS!

RUF-SEAL CEMENT PAINT • PORTLAND CEMENT PAINT
FLAT RUBBER BASE • GLOSS RUBBER BASE • CLEAR SILICONE

Mr. Avellino Duchini, Owner of A. Duchini, Erie, Pa.

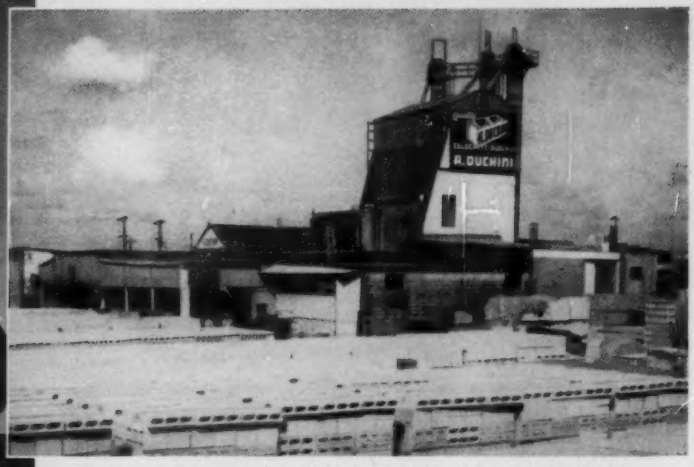


Photo shows Panoramic view of the large stock and the modern A. Duchini block manufacturing plant, Erie, Pa. Plant has capacity of over 1,300,000 blocks per year; has serviced Pennsylvania, Western New York and Ohio area for over 23 years.

Mr. Duchini says:

"Selling special paints for masonry is a natural tie-in with block sales . . . it increases our volume and yields a good profit, too."

Masonry surfaces—Brick, Cement, Concrete Block and Asbestos—call for special paints; ordinary paints just won't do.

Like Mr. Duchini, you can help your block customers by suggesting Medusa's special paints for masonry. There's a complete line of quality Medusa paints for you to sell . . . and Medusa makes it easy for you to merchandise these paints profitably with handsome floor and counter displays, color selection cards and other sales aids.

Your plant, too, can make big money by selling Medusa's special paints for masonry. As Mr. Duchini says . . . "it increases volume and yields a good profit."

Write us today for complete illustrated Brochure that shows you "How to Merchandise Special Paints for Masonry".

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MASONRY PAINTS
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PIPE SCHOOL

Fifth annual short course for concrete pipe makers draws record attendance at St. Louis.

THE FIFTH ANNUAL short course school of instruction of the American Concrete Pipe Association in St. Louis was successful beyond expectations, with 170 people from 78 companies in 29 states and 3 provinces of Canada registered for the three-day meeting. The course of instruction was outlined by John G. Hendrickson, Jr., research engineer of the association.

A paper on specifications, prepared by H. G. Curtis, head of the Canals and Pipelines Section of the Bureau of Reclamation, was read to the group. Mr. Curtis expressed the belief that the best condition for equitable specifications exists in a market between a buyer's market and a seller's market. He traced the progress of Bureau specifications for various types of concrete pipe to the present, with comments on non-reinforced and reinforced irrigation and water pressure pipe.

Specifications require periodic updating, Mr. Curtis said, as a result of new developments such as higher strength pipe, longer pipe lengths and new jointing materials as well as the need for clarification of ambiguous requirements. He believes there should be a realistic balance between producers and consumers in matters of inspection and compliance with specifications.

● Questions on such subjects as arch pipe sections, gasket materials, ASTM specifications and tests were handled by panel members G. M. Neff, A. L. Wilson, C. A. Bluedorn, Fred Spiekerman and Paul Johnson.

● A panel consisting of A. J. Stocker, Russell Englehardt, E. F. Bespalow, H. Schmidgall and G. B. Richmand handled questions on permissible cracks in pipe, forming curved lines with straight pipe, elliptically reinforced pipe, jacking pipe, flyash in pipe and 25 or more other subjects.

A. T. Goldbeck

Dr. A. T. Goldbeck, director of engineering for the National Crushed Stone Association, presented a paper entitled "The Properties of Crushed Stone Aggregates". Tests and testing machines, such as the abrasion test machine, hardness machine and the impact testing machine, were described by Dr. Goldbeck. He believes that hardness and toughness are the two most important qualities a rock should have, but he noted that tests for these properties are not used much any more because they must be made on small samples. The Los Angeles abrasion test, Dr. Goldbeck stated, probably gives the best indication of the ability of materials to stand up in service.

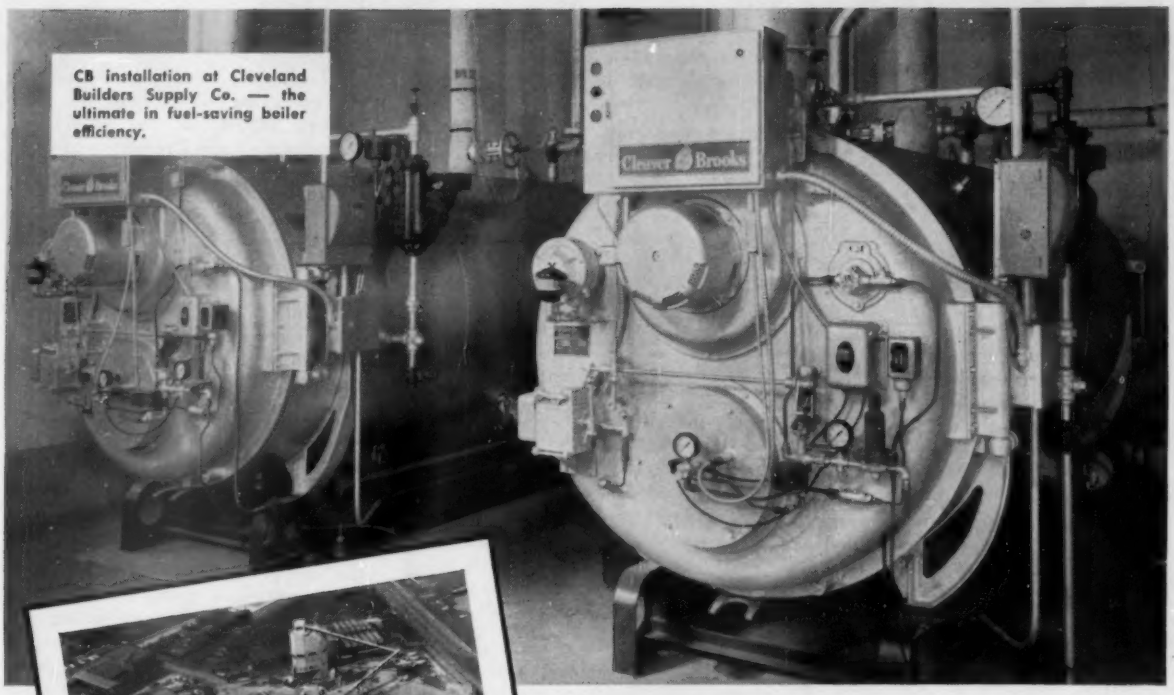
Suggesting that tests be made for the modulus of rupture of concrete used in non-reinforced pipe, the speaker pointed out that there is a correlation between the Los Angeles Abrasion Test of the aggregates and the modulus of rupture of concrete. He also talked about the soundness of aggregates as measured by a sodium sulfate immersion test, and the decrease in strength of concrete as affected by the percentage of dust on the aggregates.

Dr. Goldbeck also talked on the subject of reactive aggregates. He said that a maximum of .6 per cent

(*Turn to page* 46)

Keeping the water hot . . . for America's first electronic ready-mix plant

A job well done by new CB boilers



CB installation at Cleveland Builders Supply Co. — the ultimate in fuel-saving boiler efficiency.

Aerial view of new plant. Control station in tower, garage and boiler house at upper left.

New Cleaver-Brooks CB boilers meet all heat demands for continuous, high-capacity, winter-time operations

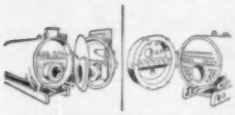
PLANT "J" of the Cleveland Builders Supply Co. is the first to utilize the recently developed Butler electronic batching system. *The firm sought to apply the absolute last word in technological progress in selecting equipment* — for efficiency, compactness, flexibility and accuracy of control for concrete quality.

Installation of modern, oil-fired CB boilers in this entirely new plant — possibly the largest in the U.S. — was, therefore, a "natural." The twin 80-hp units provide *all heat for winter* operations, helping maintain the high-level 180-200 cu. yd. per hour schedule set up for the year.

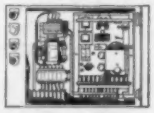
Most modern boilers of their class

New CB brings *big boiler standards* to users in the 15 to 150-hp class. Unit is years ahead in function, safety and appearance. Money-saving performance is proved on hundreds of installations! For complete details, write for new CB bulletin. Cleaver-Brooks Company, Dept. A, 350 E. Keefe Ave., Milwaukee 12, Wisconsin, U.S.A. Cable Address: CEEBEEWEST — all codes. Ask for catalog AD-137.

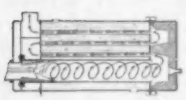
These typical exclusives mean more value per dollar



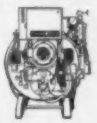
EASY MAINTENANCE — Hinged doors, front and rear, swing out of way when cleaning tubes.



EASY OPERATION — Controls on front head. Electronic combustion device standard equipment.



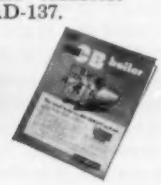
FOUR-PASS DESIGN AND FORCED DRAFT—Scrubs more heat from long gas travel. Combustion air in constant supply.



OIL, GAS OR COMBINATION OIL/GAS FIRING—10-second fuel interchange. Full flexibility for greatest economy.

Cleaver Brooks 25th YEAR

TWENTY-FIVE YEARS OF LEADERSHIP
BY THE ORIGINATORS OF THE SELF-CONTAINED BOILER



Pipe School

(*From page 44*)

of sodium oxide of calcium oxide, as calculated in terms of sodium oxide in the cement was the allowable limit to prevent this reaction where it would otherwise occur. He suggested that another means of combating this problem is by the use of pozzolanic materials or fly ash in the mixes.

Herman G. Protze, materials technologist from Boston, Massachusetts, discussed some of the more common problems that arise in the manufacture of concrete pipe. Mr. Protze said that major variations in the quality of the basic constituents of concrete can affect the quality of the resultant product by as much as 25 per cent. He explained that portland cements are not equal in their physical characteristics due to variations in methods of manufacture and the raw materials themselves; for example, two cements may have the same specific surface areas and vary considerably in fineness moduli. The speaker described simple tests which can be made at any plant to determine proper moisture content of a mix, the bleeding characteristics of a cement being used, and the tendencies of a cement to flash set. He suggested the use of a high bleeding cement in order to be able to use less cement and obtain a less brittle concrete—one which will take a greater load before developing large cracks.

Mr. Protze went into considerable detail on the subject of gradation of sands and coarse aggregates. Although he used the fineness modulus as an indication of gradation, he warned that the fineness modulus may be misleading where a poorly graded aggregate would have the same fineness modulus as a different, well-graded aggregate. It is a good indication of the fineness and coarseness of sand and aggregate when there is a good gradation to begin with. Mr. Protze demonstrated various methods used to obtain properly graded sands and coarse aggregates through analyses and combinations of materials.

Edward M. Brickett of Hume Pipe of New England, Inc. spoke on the design of concrete mixes to open the second day of the school.

This speaker described the relative sizes of the openings in the seives used to determine the gradation of sands and aggregates, and he showed these sizes on an arithmetic and a logarithmic scale which is more generally used for grading comparisons and analyses. He then prepared some sample computations of aggregate gradations and fineness moduli, comparing the characteristics of the curves of each when plotted on the logarithmic chart.

Mr. Brickett explained that the characteristic curve of a good gradation of one manufacturer will remain approximately the same and that different gradations of sands and aggregates are required for different types as well as for different sizes of pipe.

A. J. Reto

Anthony J. Reto, field engineer for the Hamilton Kent Manufacturing Company, told the short course group about some of the characteristics of rubber used as gasket material in concrete pipe lines. He showed sketches of the various tests performed on rubber such as those for tensile strength, deformation, elongation and accelerated aging. He concluded his presentation by showing cross sections of various gaskets used in sewer and water lines, describing the advantages and limitations of each.

K. E. Logan, General Material Company, St. Louis, talked about a plastic compound for use in bonding new concrete to old. The material his company markets can be used for repairs and for additions. In the concrete pipe field it has particular application in joining laterals to mains and for small repairs. It was claimed that tensile strength between the bonded parts is comparable with that of the original concrete. A unique feature is that very little preparation of the surface is required other than cleaning.

M. C. Adams, field engineer for the Calcium Chloride Institute, reviewed the major effects of calcium chloride in concrete construction, and the use of the material in concrete which is steam cured. He explained that four pounds of calcium chloride to a gallon of solution is as much as the solution will hold. Additional CaCl will settle out as a sludge in the barrel. The prime reasons for using calcium chloride in concrete construction is to obtain early strengths and for cold weather protection, Mr. Adams said. He recommended its use whenever the temperature goes below 70 degrees F. He also warned against the addition of calcium chloride and air entraining agents simultaneously because of a chemical reaction.

In steam curing systems, Mr. Adams said, calcium chloride can be used to advantage in reducing the holding time before steaming because initial set is achieved earlier. He reported on some tests made in England which indicate that the use of calcium chloride increases the strength of steam cured concrete.

Thomas K. Breitfuss, assistant to the managing director of the association, talked on the subject of "Combating Sales Promotion of Competing Industries". He emphasized the hydraulic characteristics of concrete pipe systems, their long life expectancy, and the high strength and economy of concrete pipe in comparison with competing materials used in sewer and culvert construction. This information was supplemented with pictures of deficient competing installations, and a discussion of the fallacies in some of the promotion used by competitors.

Mr. Protze returned to the rostrum to present a paper prepared by H. C. Eames of the New England Concrete Pipe Corp. The paper dealt with the testing of cores cut from the wall of concrete pipe to determine the compressive strength of the concrete. In connection with coring machines it suggested the use of a diamond tipped drill cutting a 3- to 4-inch diameter core. The use of leadite for core caps was urged, particularly for concretes with strengths in excess of 3,000 psi. It was suggested that caps be placed with the core vertical rather than horizontal, and the statement was also made that it is important to limit the thickness of the cap to 1/32 of an inch or less.

■

ACI Announces 52nd Annual Convention

The American Concrete Institute will hold its 52nd annual convention, February 20-23, 1956, at the Bellevue-Stratford Hotel, Philadelphia, Pennsylvania.

The first day will be devoted to technical committee meetings; the remaining three days will feature general sessions. The convention program will include sessions on new ACI Standards and committee reports, the ACI Building Code, prestressed concrete, shrinkage in concrete, concrete construction and design, and the annual research session.

Cement Companies In Expansive Mood

Some of the more recent announcements of expansion within the cement industry are:

The Diamond Portland Cement Company, Middlebranch, Ohio, has announced a $4,000,000 expansion program that will add about 70 per cent to its basic capacity of 1,400,000 barrels a year.

Lehigh Portland Cement Company, Allentown, Pennsylvania, plans to expand the capacity of its Mason City, Iowa, plant by one million barrels annually enabling the plant to produce approximately 3,000,000 barrels annually.

Pittsburgh Coke & Chemical Company, Pittsburgh, Pennsylvania, has started on a half-million dollar expansion of its cement manufacturing facilities on Neville Island. The expansion will increase the company's annual capacity by 400,000 for a total capacity of 2,000,000 barrels.

Republic Cement Corporation has announced plans for a $6.5 million cement manufacturing plant in Northern Arizona. The plant will have a daily capacity of 2,500 barrels of gray cement and 750 barrels of white cement.

■

Prestressed Concrete Literature References

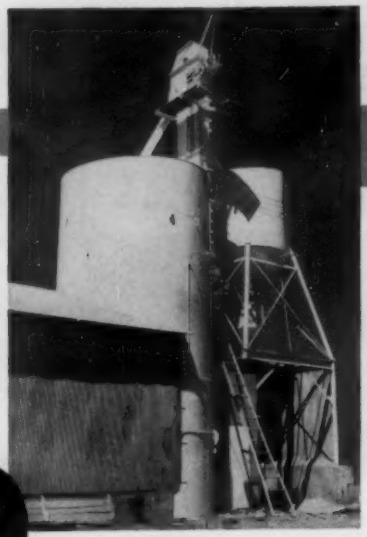
The 1955 edition of Bibliography On Prestressed Concrete has been published by the American Concrete Institute. The book lists more than 2100 American and foreign literature references on the subject of prestressed concrete, published from 1896 through 1955. A separate section lists 75 United States, British, German, and French patents. The 8½-by 11-inch format is also punched for easy filing in three-ring binders. The price of the 1955 edition is $2.00. For those who purchased the 1954 edition, a supplement containing the material added to the new edition is available for 35 cents.

■

Did You Know?

Nearly 30 million people—or 45 per cent of all employed persons in the United States—use passenger cars daily in their work or in traveling to and from their jobs?

Lon Ware got this entire plant



with out paying one thin dime

... and it wasn't a gift, either!

"Yes, we'd like to expand our operation," commented Lon Ware, Mexico, Missouri ready-mixed operator, "but I don't want to tie up any more capital in plant equipment."

Then Material Handling, Inc., stepped in, with this answer:

"Look, Lon—we'll supply the plant that'll convert you from bag to bulk cement. Then every time you pay the cement company for a carload, you simply send us a check representing the savings in purchase price between bag and bulk. We'll apply this to your plant."

Final result: Material Handling, Inc.'s bag-to-bulk conversion cost Lon Ware nothing; the savings paid for the plant in just two years, and now the savings between bag and bulk is Lon Ware's profit.

You may do the same, subject to approved credit and a reasonable deposit. If you want to increase *your* profit, send in the coupon today. Or give us a ring. We'll send a man to see you.

material handling, inc.

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FLanders 2-7800

Affiliate Companies:
Concrete Transport Mixer Co.
St. Louis
Fleming Manufacturing Co.
Cuba, Mo.

MATERIAL HANDLING, INC.
4983 Fyler Avenue, St. Louis 9, Missouri

Yes, we're interested. Send us more information on your material handling bag-to-bulk plan.

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ADDRESS_____

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There's Something NEW In Building . . . .

LEAP Pre-Stressed concrete tee joists in this Mayflower warehouse give long, clear spans with no truss supports or posts to take up valuable space.

It's LEAP Pre-Stressed Concrete Roof Slabs & Tee Joists!

The "new look" in building these days features LEAP pre-stressed concrete tee joists and LEAP Double Tee roof slabs for maximum strength, quick, economical construction, and post-free spans up to 60 feet to afford full use of valuable floor space from wall to wall!

LEAP pre-stressed concrete products may be used exposed for a modern architectural effect — and at great savings in construction costs! A typical crew can erect and place 10,000 square feet of roof slabs per day!

Strength of concrete in all LEAP pre-stressed products is extremely high. Compressive strength is a minimum of 5,000 psi, running as high as 6,000 psi on some designs — about twice the strength of — average concrete used in building construction today!

LEAP pre-stressed concrete products are widely used in schools, commercial and industrial buildings where a low cost, permanent, modern roof of high strength over long spans is desired . . . . mail the coupon below for full details at no obligation — let this be your "LEAP" year for low cost, highest quality building! (LEAP franchised casting yards are located in principal cities.)

FRANCHISES AVAILABLE IN SOME LOCALITIES — WRITE FOR DETAILS

LEAP CONCRETE Dept. A-2
P. O. Box 945
Lakeland, Florida

Please send me details about LEAP Pre-stressed concrete.

NAME .....

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STATE .....

Study Sound Reduction Properties of Block Walls

The National Concrete Masonry Association has just sent to its member firms copies of a new booklet entitled "Sound Reduction Properties of Concrete Masonry Walls." A report on tests conducted in the Riverbank Acoustical Laboratory of the Armour Research Foundation of Illinois Institute of Technology, the booklet contains test data and discussion from 43 sound transmission loss tests and six sound absorption tests on various concrete masonry wall types.

Walls panels tested for sound transmission loss were of single wythe construction, of varying thicknesses, using both hollow and solid block, painted and unpainted on both surfaces, and of three aggregate types. Also tested for sound transmission loss were cavity walls of two different aggregate types with two cavity spacings, and one wall with mortar pargeting applied on the cavity side of wythe facing the sound source. The sound absorption tests were made on 4-inch hollow block, painted and unpainted, from the same shipments of block used in the sound transmission tests.

The following are some of the general conclusions indicated in the booklet's discussion of the test results:

1. The sound transmission loss which may be expected when sound travels through a concrete masonry wall is not necessarily a function of the weight of the wall per square foot of wall area. For a specific aggregate type and block design sound transmission loss usually increases slightly with wall weight, but the relationship is not always consistent.

2. In general the sound transmission loss was greater for dense aggregate block walls than for lightweight block of similar design and thickness, probably due more to the differences in the respective concrete porosities than to differences in the densities of the aggregates. The test findings seem to suggest that the producer of lightweight block may improve their sound transmission properties by careful selection of favorably graded aggregate.

3. In all cases the application of paint to the wall surfaces increased the sound transmission loss, the amount of increase varying with the type of block, the texture of the block surface, the type and amount of paint used, and the extent of the paint coverage. Generally the cement base paints increased the sound transmission losses more than the resin emulsions. One coat of cement base paint was found generally to result in a greater increase in transmitted sound control than two coats of resin emulsion.

4. Concrete masonry cavity wall construction appears to be very effective in reducing transmitted sound even though the walls are not painted. It was found that this type of construction may be used for the reduction of transmitted sound without altering the open surface texture of the concrete block.

5. The design of the block was found to have a significant effect on the sound transmission loss of a wall, the sound loss through solid block being somewhat lower per pound of wall area than that of hollow unit walls.

6. The filling of the block core spaces with low density insulating fill was found to have little effect on the sound transmission properties of concrete masonry walls.

An appendix in the back of the booklet contains 43 graphs covering individual test results for the various types of units and conditions covered. The publication was prepared by Henry Toennies, assistant engineer for the association, from the original reports submitted by the Riverbank Acoustical Laboratory.

□

LETTERS

All Take Money

Sir:

I was interested in reading your editorial with regard to the investment necessary to go into the prestressed concrete business. From what I have been able to ascertain with regard to the business, it certainly is a point well taken. What you have to say is also true of the sand and gravel, ready mixed concrete, lightweight aggregate, and other businesses. It is my understanding that the failure of new businesses is largely due to two factors; lack of know-how and lack of proper financing. Both of these are necessary.

—J. W. R.

Bullish About Prestressing

Sir:

I have read with interest your editorial on prestressing in the November issue of CONCRETE. We have also found that the lack of operating capital has seriously hampered the profits and growth of a new prestressing operation.

Prestressing is going to become a very large industry of its own. The successful firms will become much larger, highly mechanized, and their products very much standardized. The capital investment of a successful prestressing plant within the next two or three years will be well above the $1,000,000 mark. We also believe that the number of manufacturers in prestressing will far surpass those in concrete block.

—H. H. E.

No Cement, Maybe

Sir:

I noticed on page 46 of the current issue of CONCRETE a release on a hydraulic laboratory press.

This seems to be a 12-ton capacity press, yet it is "designed to crush concrete blocks."

How come? We find that it requires 100 tons to break an 8- by 18-inch block which tests only 1,100 psi.

—W. C. R.

Did You Know?

As of March, 1954, one person was receiving old-age and disability benefits for every eight persons employed? One person was receiving survivors' benefits for every 19 persons employed.

Here's precision hydraulic control in action. This Bucyrus-Erie Hydrocrane is placing precast concrete blocks. Smooth, positive metering action protects blocks and expensive precast slabs against breakage — provides utmost safety for men working around machine.

COSTLY JOLTS GONE—

Fluid Action Hydrocrane Gives Cushion Lifts to Growing Range of Jobs

About seven years ago the revolutionary Bucyrus-Erie all-hydraulic Hydrocrane first demonstrated its almost unbelievable precision control. On one test it lifted, swung and set down a pyramid of six brimful drinking goblets, carried on a 1-ton steel test slab — without spilling a drop of water. Today greatly improved Hydrocranes and Hydrohoes with greater capacity and far faster line speeds are bringing this outstanding hydraulic precision to an ever increasing number of jobs.

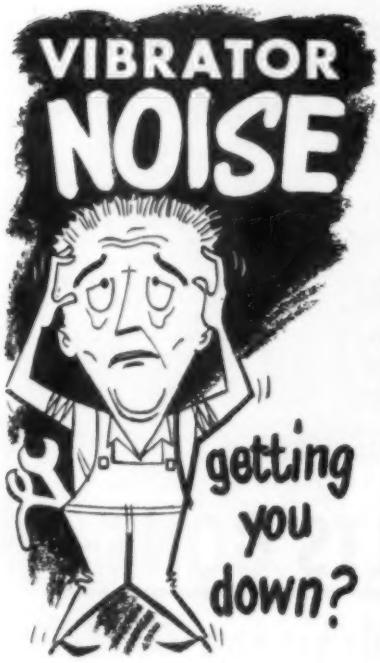
Every crane or hoe function is fully hydraulic — swing, boom hoist, line hoist, boom telescope, outrigger control.

To fully realize the advantages of fluid power and control, you must see a Hydrocrane in action — placing concrete blocks or precast planking, swinging concrete buckets into pouring position, setting septic tanks and concrete sewer mains. Arrange a demonstration now! Write for interesting new literature.

70H55

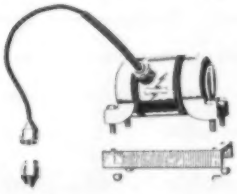
BUCYRUS-ERIE COMPANY

South Milwaukee, Wisconsin



The racket caused by conventional electric vibrators can drive a man out of his mind. So why torture yourself and your employees . . . solve the problem with new silent Cleveland Electric Vibrators?

These new vibrators operate on the eccentric-weight principal—they make no more noise than an electric motor.



For detailed information, write for our new Electric Vibrator Catalog.

Pneumatic and electric vibrators for your every need.

2708 Clinton Ave. • Cleveland 13, O.

Pallet Legs Aid Curing Of Concrete Pipe

ACCORDING to at least one well-known concrete technician, good curing of concrete pipe is not uniquely dependent upon highly scientific calculations and costly installations of special equipment. He believes that garden-variety common sense can play an important role, and to back up this claim he offers in evidence a simple, obvious, "now-why-didn't-*I*-think-of-that" variation from common practice which seems to accomplish a notable improvement in the effectiveness of most pipe curing procedures.

Many concrete pipe are made on groove-forming pallets which have flat bases. When a newly formed pipe and its pallet are set down in the steam curing room, the base pallet forms a tight seal with the floor, cutting off virtually all circulation of steam through the interior of the pipe. The result—inadequate curing, particularly, in the lower portion of the pipe.

A solution to this problem which seems to be gaining considerable favor in the industry is to use pallets which have short legs placed at intervals around the bottom edges. The legs are actually just short metal lugs of sufficient height to raise the pallets from 2 to 2 ½ inches above the floor, and there are four to six of them spaced at equal intervals around the circumference of the pallet.

The openings thus created between the pallet and the floor of the curing room make it possible for the steam to reach the interior surface of the pipe under the impetus of the updraft created inside the unit by the heat of hydration of the cement. The rising currents of air actually pull steam from the floor and force it upward through the pipe, thus effecting a reasonably uniform cure throughout the entire height of the pipe.

We are advised that pallet legs are also helpful when pipe are being cured with water sprays—the openings in this case facilitating the escape of excess water so that the base of the pipe is not kept soaking wet. Better pipe, more uniformly cured from top to bottom, are thus assured.

Although it is our understanding that pallets of this type are not a recent development, we believe they merit wider publicity than they have had. CONCRETE is indebeted to George W. Hoffman for the information and the pictures.

● LEFT: Closeup of a groove-forming base pallet with 2-inch legs welded in place. BELOW LEFT: In this outdoor setup steam hose for curing can be brought under base pallet because of the legs. BELOW: Base pallets under these 24-inch by 6-foot pipe rest on 2-inch legs to facilitate steam circulation.

Flyer in Prestress —

(*From page* 34)

16-foot span on concrete abutements with a 3-foot earth fill above the pretensioned channels, and 12- by 12-inch pilings for a project on a grade separation bridge.

The company uses calcium chloride in all of the prestressed units it produces and 3-cylinder 1-day tests show average strengths of concrete from 3970 p.s.i. to as high as 4500 p.s.i. One 3-cylinder 3-day test showed an average strength of 6000 p.s.i. Three-cylinder 28-day test indicate average strengths of from 6120 p.s.i. to 7630 p.s.i., well above the required 5000 p.s.i. in 28 days.

According to Henry M. Shaw, general manager of the company, North Carolina Products Corporation is well pleased with the results of its initial efforts in the field of prestressed concrete. Officials of the firm look for a steady increase in the demand for various types of prestressed concrete members, and their present plans call for stepped-up production of items already in production as well as increased development work on other prestressed concrete products.

■

Safety Committee

(*From page* 38)

to top management at any time there is something that requires action.

Safety committees usually meet once a week during the start of the program. After the groundwork is laid for the safety program, the meetings are held about once a month. Meetings are usually held on company time, or, if it is necessary for the committee to meet after hours, additional compensation is made to the members of the committee for overtime.

When an effective safety committee is funtioning within a company, the accident rate is bound to decline. Through such groups of supervisors and employees, a continuing interest is developed for the safety program, and everyone will do more to cooperate with the safety committee.

■

Plans for $10 Million Cement Plant Dropped

Dragon Cement Company has abandoned plans to build a $10 million cement plant in North Adams, Massachusetts, due to an adverse zoning decision by the city's planning board.

You'll get
NEW PROFITS
from
READY MIXED CONCRETE

The new ROCKET

gives you
BIG SAVINGS

25TH Anniversary

Ready-mixed operators all over the country are buying the new Rocket–and at the same time going after their share of the big profits in ready mixed concrete. They're out for more earnings, and they'll get them, too, with the new Rocket. It's dependable, rugged, easy to operate, and requires a minimum of maintenance. Available in 3, 3½, 4½, 5½, 6½ yd. models. You'd be surprised at the small amount of investment capital needed to bring in these extra earnings. The profits are there now, and they're growing every day!

These features are ALL on the new Rocket . . . AT NO EXTRA COST!

HYDRAULIC CHUTE CONTROL eliminates man-handling. Controls grouped for easy access.

ALUMINUM EXTENSION CHUTE attaches to 36" fold-over addition to main chute. Total length: 12' 6".

ELECTRIC REVOLUTION COUNTER kit included; you can handle any specifications with the Rocket!

SPECIAL ALLOY, abrasion resisting steel used at all wear points.

UNOBSTRUCTED HOPPER, for rapid charging, no spilling or waste.

POSITIVE CHAIN DRIVE, flexible power, not affected by truck twist, road shock.

STANDARD INDUSTRIAL ENGINE, truck-type transmission. Repair parts readily available.

THREE-POINT SUSPENSION, one-piece cast steel precision machined ring.

DEMAND THE BADGE OF DEPENDABILITY

CONCRETE TRANSPORT MIXER CO.

MAIL THIS COUPON TODAY!

Gentlemen: Please rush full information, prices and terms on the following:

☐ New Rocket Revolving Drum Truck Mixer C
☐ Hi-Lo Stationary Drum Mixer
☐ Batching Equipment ☐ Water Meters
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Dodson's Digest

A new concrete-block plant gets off to a good start

I finally got a chance to visit a concrete-block plant that just opened last fall. One of my salesmen had already been there, and had sold the owner – a young man named Fred Cooper – some Calcium Chloride.

"My name is Dodson," I said, introducing myself, "and I represent . . . "

"Whatever you're selling, Mr. Dodson," Fred interrupted, "you came at the right time. I'm in a good mood these days."

"Business must be good," I ventured.

"It is now," Fred said. "I had a little trouble with my block when the weather turned cold, but a fellow came in and told me about Calcium Chloride. And that solved most of my problems . . . now I'm making better block than ever."

"I'm glad to hear that," I said, "because . . . "

"With Calcium Chloride added to my mix," Fred broke in, "I get about three times as much strength in 24 hours. And my block looks better, too!"

"That's fine," I said, "because I'm from . . . "

"And that's not all," Fred broke in again. "Calcium Chloride saves time and money. I get increased workability, actually using less water to obtain the same slump. And it cuts my curing time in half, so I can free my racks sooner, and step up production."

"Looks like you've found a lifelong friend in Calcium Chloride," I observed.

"I sure have," Fred agreed. "I'll never be without it. But all this talk about Calcium Chloride must be boring you. Let's get down to business. What was it you were selling?"

"Nothing," I grinned, handing him my business card. "Nothing at all."

— L. D. Dodson

P.S. — Our folder, "How To Make Better Concrete Products and Ready-Mix," gives helpful hints on the use of Wyandotte Calcium Chloride in concrete. For your free copy, just drop me a line. *Wyandotte Chemicals Corp., Wyandotte, Mich. Offices in principal cities.*

Wyandotte CHEMICALS
HEADQUARTERS FOR CALCIUM CHLORIDE

Ready Mix Operators Urged To Watch Owner-Driver Contracts

In a recent memorandum mailed to member companies, the National Ready Mixed Concrete Association calls attention to the fact that ready-mix concerns which obtain hauling services from truck owner-drivers may find it advisable for tax reasons to pay separate amounts for truck rental and for driving services. Where it is feasible, the association points out, separate lease and employment arrangements can also significantly affect Federal tax liabilities. The memorandum, prepared by association counsel, reads as follows:

"Many producers obtain hauling services from individuals who own and drive their trucks. Under the laws of most states, truck owner-drivers who are subject to supervision by the producer in the course of performing hauling services are considered employees of the producer for purposes of tort liability and workmen's compensation. However, under the Federal transportation tax and employment tax laws, truck owner-drivers are usually considered independent contractors, and amounts paid for hauling services are therefore subject to the transportation tax.

"Where it is feasible, producers may in many cases find it advantageous to pay truck owner-drivers separate amounts for truck rental and for driving services, rather than a single overall sum.

"First, where a single overall amount is paid to a truck owner-driver, insurance companies usually allocate a portion of this to his wages, for the purpose of determining the premium to be paid by the producer for workmen's compensation insurance. Producers may find that an amount paid separately to a truck owner-driver for his driving services would be less than the amount allocated to such services by insurance companies, where a single overall sum is paid.

"Second, if the producer enters into one agreement leasing a truck from an individual owner, and a separate agreement hiring the owner as a driver, the owner-driver may be considered an employee of the producer for purposes of the Federal transportation tax and the Federal employment taxes. In such event the amounts paid would not be subject to the transportation tax. No transportation tax is due where a truck is leased by a producer and driven by an employee of the producer.

"In recent discussions of this question, Revenue Service officials have emphasized that in order for an owner-driver to be considered an employee, it must be clear that the lease and the employment arrangement are separable, *i.e.*, there should be no agreement or understanding under which the owner is in fact entitled to drive the truck to the exclusion of other drivers.

"Where separate arrangements are feasible, the producer will of course pay Federal employment taxes on the wages of owner-drivers. Member companies will also want to consider bookkeeping and other incidental costs in assessing the advisability of hiring individual truck owners as employees."

● Reinforced concrete homes with simulated stone facing are being built to sell substantially under the Washington-area market due to a process consisting of shot-creting concrete over a course of steel-welded wire fabric, backed up by insulation board. The Virginia builder, Merle H. Gillespie, Jr., has developed a special machine for applying the colored concrete for simulated stone or brick.

Precast Structural Inst. Of Wisconsin Organized

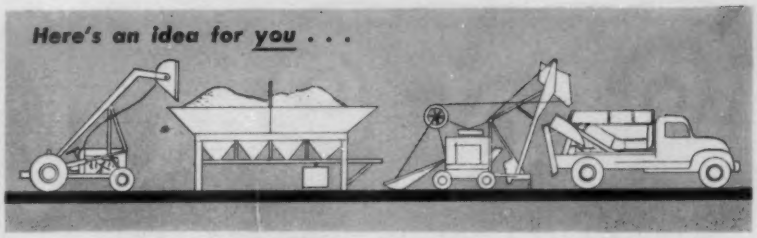
Over a year ago O. Neil Olson, consulting engineer, Wauwatosa, Wisconsin, noted an increase in the number of critical situations arising in precast floor and roof systems. It was at this time that he set out to interest producers in holding a joint meeting to discuss mutual problems, and to determine the desirability of the formation of an informal group to further common aims and to establish mutually acceptable minimum standards for their products.

Several months later, March 31, 1955, the Precast Structural Institute of Wisconsin held its first meeting. Its principal activities are informal general sessions dealing with mutual problems and with the formulation of standards and specifications for the industry, such as topping specifications, topping procedures, and testing techniques.

To give its members a better understanding of the problems in their field, and to show how some producers have gone about solving them, a series of inspection trips to all member plants was begun last fall and will be resumed in the spring.

Mr. Olson has been offering a series of evening technical sessions on elementary beam and slab analysis and design to the staffs of the member companies. The material has been presented in a non-technical and non-mathematical way, with meetings being held at two-week intervals. To date six meetings have been held with a probable 4 or 6 to come.

Present members of the Institute include Best Block Company, Milwaukee, Economy Block Company, Wauwatosa, Mid-States Concrete Products Company, Milwaukee, Vander Heyden, Inc., West Allis and West Allis Concrete Products Company, West Allis.



Johnson Lo-Bin is readily adaptable to any yard or job condition — fits in with existing equipment. Here, Lo-Bin was charged by clamshell crane, discharged aggregates into a Kwik-Mix 16-S mixer. Cement was added at mixer skip.

Arranged for 4 materials, this Lo-Bin has three 8-ton aggregate compartments, and a covered, 30-barrel cement compartment aerated for free-flowing discharge. Materials are weighed in 1-yard batcher.

Lo-Bin, with legs and weigh-batcher removed, slides onto standard dump truck for shipment. Or, with optional wheels, tires, and tow-bar, this mobile Lo-Bin can be moved intact, without dismantling.

Set-up for batching *or ready-mix* with low-cost Lo-Bin®

Whether you are interested in a low-cost entry into the commercial ready-mix field — or want an economical batching set-up for transit-mix or small concrete products plants, it will pay you to look into this versatile Johnson Lo-Bin Batcher.

8 to 30-ton capacity

As a batch plant, Lo-Bin can be arranged for 2, 3 or 4 aggregates — or, one of the compartments can be used for bulk cement. Wide-flared extension panels increase Lo-Bin capacity from 8 to 20, or 30-tons. Yet, charging height is low, only 7½ to 9½ feet. This lets you charge the Lo-Bin with a front-end tractor loader.

Weighs out 2, 3 or 4 materials

Traveling weigh-batcher, 22 or 44 cu. ft. capacity, is equipped with up to 4 precision weigh-beams. Batcher travels under the bin gates, successively weighs up each material. It's cantilevered — rides out beyond end of track, and dumps batch onto conveyor, or directly into mixer skip. It efficiently serves 6-S to 28-S mixers.

Because of its low initial cost, and flexible bin arrangement, this Johnson Lo-Bin Batcher is particularly well adapted to the small yard in a small community — or to the average producer or dealer who wants to get started in a new area with a minimum investment. Ask your Johnson distributor about Lo-Bin *today*, or write us.

T4BW—CONC

mail to: C. S. JOHNSON CO., CHAMPAIGN, ILL. *(Koehring Subsidiary)*

Send us ☐ specs. ☐ price information on: ☐ 8-ton ☐ 20-ton ☐ 30-ton Lo-Bin

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COMPANY ..... DIV. .....

STREET .....

CITY ..... STATE .....

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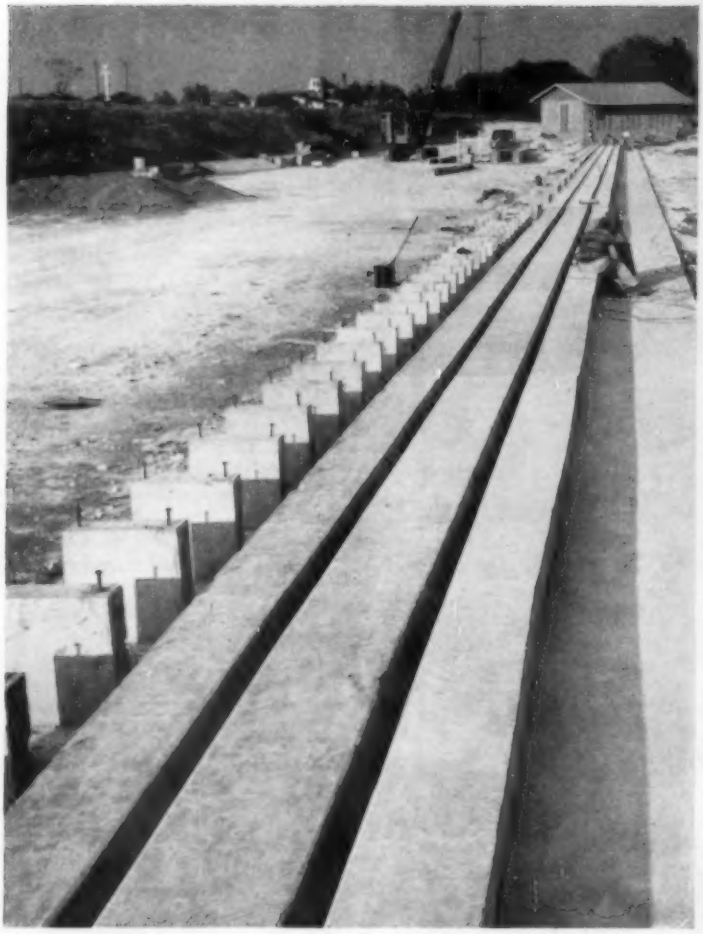


Form Design Key to Success in Prestressed Concrete Products

Form work is the key to success in manufacturing prestressed concrete products. That is the opinion of Henry H. Edwards, secretary-treasurer of the Prestressed Concrete Institute, a recently-formed association of prestressed concrete manufacturers.

The ideal form according to Mr. Edwards, should be permanent, have low maintenance, be easy to heat by steam or hot water, give an easy release of the casting, and (most important) should be adaptable to the casting of several difficult types of products. The design of such a form is gradually evolving.

Much of the work on form development has been concentrated in Florida, where 2,300 lineal feet of permanent concrete and steel prestressing forms are now in use. The one form which has stood out ahead of all the others so far developed was made originally to produce a Double Tee pretensioned roof slab. This roof slab was 4 feet wide, 2 inches thick, and had two tapered stems 12 inches deep. The combination form and prestressing bed of reinforced concrete was finally made 435 feet long.

Ashton Gray of Duracrete, Inc. at Leesburg, Florida, was the pioneer in installing this first bed, and his faith and persistance have been a major factor in bringing these experiments to a conclusion.

Two other pioneering firms on form work have been R. H. Wright & Son of Fort Lauderdale, Florida, and West Coast Shell Corp. of Sarasota, Florida. R. H. Wright and Son are now probably the world's largest producers of Double Tee prestressed slabs. Their production is around 10,000 square feet of product per week from 800 lineal feet of permanent forms. By the use of steam circulated through the forms, they obtain 4000-p.s.i. concrete strength in 20 hours. This permits a casting to be made each day in each bed. In the first seven months of operation one 430 foot long bed at this company's plant produced 140,000 square feet of roof slabs.

Seven members of the Prestressed Concrete Institute have now adopted uniform standards for their Double Tee roof slabs. Slab thickness is 2 inches, width is 4 feet, and stem depth may vary in 2-inch increments from 4 to 12 inches. These structural members are made in clear span lengths of from 10 through 44 feet. The stem thickness at the top is 4½ inches and there is a 12 to one taper on each face.

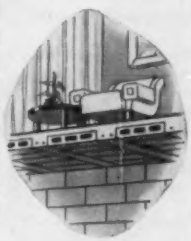
This same Double Tee form will also produce a floor slab for long spans and heavy loading, a wall panel, a sea wall, a bridge section for H-20 loadings up to 25 feet clear span, a Tee joist, an inverted Double Tee for flat ceilings, and a stadium seat.

The development of the Double Tee form has demonstrated that it is possible to volume produce different prestressed concrete products on one long bed with low labor costs and low form amortization. Thus an important step has been taken which will eventually lead to much wider use of prestressed concrete products.

Are you getting ALL the Block Sales out of each job?

When a prospect decides to use concrete block for the foundation and exterior walls of his new house don't overlook your opportunity for **extra** sales. Many producers boost volume by promoting block for additional uses in home construction.

One architectural trend, for example, is the use of concrete masonry for interior walls and partitions. Showing prospects how such walls add real beauty and charm to houses can add to your profits.



The growing popularity of concrete block joist floors affords another opportunity to build sales. Every prospect is interested in floors that can't squeak, sag or burn.

There's rustic charm in a concrete masonry fireplace. Like all block construction it can be painted any of a variety of attractive colors with portland cement paint.

Concrete masonry garages offer another market for your block. They are weather-resistant yet economical to build and often provide space for a workshop or storage room.

Also, extra sales await the producer who points out the many advantages of concrete block for:

Garden Walls • Outdoor Barbecues • Terrace Walls
Back-up for other Masonry Materials

Write for free literature on these or other uses for concrete masonry, sent only in U.S. and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. 1-14, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

truck-men DO MORE FOR LESS . . . Says F. F. KIRCHNER

Model 40 loading a cube of blocks on truck

Model DHP with empty rack in front of kiln

"We have one two-ton Truck-Man Model 40 High Lift and two 4,500 lb. Truck-Man Model DHP's," says Mr. Kirchner, of F. F. Kirchner Material Company, St. Louis, Missouri. "What a combination! One DHP shifts loaded racks from the block machine to the kilns, from the kilns to the cubing area and then takes the empties back to the machine. The 40 takes the cubes to the yard, loads cubes from the yard on highway trucks and even unloads bagged cement and other materials that we receive. The other DHP is used for odd jobs and as an auxiliary in shifting racks when we are rushed.

"We've really got the handling problem licked now," he continues, "That DHP is the most efficient little work horse I've seen and it's so darned economical. Moving loaded racks eight hours a day on two gallons of gas —it's almost unbelievable.

"As for the Model 40, it's easy to see that it was designed from the ground up for block plant use.—Rugged, maneuverable, plenty of power, easily maintained and those big tires can go any place.

"Like everyone else, we're watching costs these days. So we were pleasantly surprised to find we could buy all three of these trucks for a lot less than the cost of two ordinary fork trucks. Our experience has proved to us that they are more efficient and versatile, too."

For information on how Truck-Man can cut costs in your operation, complete and mail this coupon today.

truck-man

DIV. OF KNICKERBOCKER CO.
570 LIBERTY STREET, JACKSON, MICHIGAN

☐ Have Salesman Call
☐ Send General Catalog
☐ Send Info on Model 40
☐ Send Info on Model DHP

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CITY ..... STATE .....

Sales CLINIC

by Joseph N. Bell

Testing Trademarks

The value of a good trademark is unquestioned — but there are also a number of trademarks which don't rate too high in effectiveness. To get the most out of a trademark, the magazine *Advertising Requirements* suggests five minimum qualifications. You might profitably take a look at your own trademark in the light of the following:

1. **Is it instantly legible and identifiable?**
2. **Is it clean and well-proportioned enough to allow for extreme reduction or enlargement?**
3. **Can it be reproduced easily by almost any process without losing its identity?**
4. **Has color separation been worked out in detail so that changes from black-and-white to color do not change the basic identity?**
5. **Can it be utilized effectively on *all* types of company media, including packages, posters, letterheads, counter cards, matchbooks, advertisements, calling cards, service vehicles etc.?**

Lexicographers All

A promotion idea particularly suited to the building materials field is being used quite effectively in a number of other industries. This is the industry dictionary. There are a good many terms peculiar to the building materials business which aren't as well known as perhaps they should be by customers. The building materials producer can perform a real service for his customers by compiling a list of these terms and offering them in booklet form, along with a few handy references to his own operation. It doesn't hurt the producer who offers such a promotion piece that his name will be called to the attention of the recipient every time the dictionary is used — which should be often if a competent job is done on it.

What's In A Name?

One of the basic assets of any company is its name. For this reason, a great deal more thought should be given to company names than is usually the case. The magazine *Advertising Requirements,* has developed a list of qualifications for a good company name; according to AR, a good name should:

1. **Be imaginative and distinctive, but not freakish;**
2. **Be easy to pronounce, read, spell, hear and remember;**
3. **Be human and personal;**
4. **Be a family-type name which can be used across the board for present and future subsidiary and associated companies;**
5. **Be available;**
6. **Be readily identifiable over radio, TV and telephone;**
7. **Be brief; the shorter, the better;**
8. **Have attention-compelling quality;**
9. **Connote quality or impart status to the user, or suggest what the product or service will do or what it is for;**
10. **Be as ageless as possible;**
11. **Have a pleasant sound;**
12. **Include a selling idea;**
13. **Be easy to understand; not technical;**
14. **Have a good balanced appearance in type for maximum display value;**
15. **Not be easily confused with other names, companies, products or services;**
16. **Avoid hint of foreign origin, geographical terms or unpleasant connotations.**

If your name satisfies all of these requirements, you're Henry Ford and you don't have a thing to worry about. If it meets more than ten, there's no necessity for losing any sleep; between two and ten, you didn't do so hot at selecting a name. If you hit on less than two, you can either shoot yourself, sell the business, change the name or send a nasty letter to this magazine.

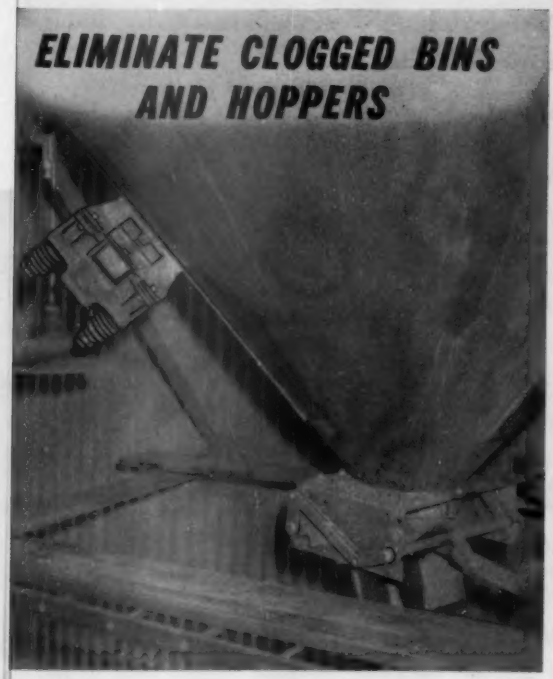
Still Kicking

In case any of you might be wondering what ever happened to radio as a sales promotion tool, consider this: an exhaustive survey by the A. C. Nielsen Co. in the Seattle-Tacoma area found that on a recent Saturday evening at 6 p.m., 38,000 families were using home radios and an additional 26,000 car radios were turned on. If that comprises a death rattle, then radio is due for a loud and lingering demise. The same survey reports that the average TV home has the set turned on 4 hours and 18 minutes per day. And of practically no relevance at all is the tidbit of information that 73.1 per cent of male viewers were giving TV their entire attention (as opposed to those who were reading, eating, drinking, dozing or other wise sharing attention with the TV set); and only 62.8 per cent of the females surveyed were giving total attention to TV. I'm not sure what all this proves except — perhaps — that radio is a better buy than you might have suspected to push your products locally.

Coffee and Puns

While management tries frantically to cope with the coffee break(s) and employees inundate themselves twice a day in caffeine whether they like it or not, free enterprise — American style — has moved in to capitalize on this newest phenomena in 20th Century living. Some of the things they've come up with are downright ingenious — and might even be of real help to you if you're losing grounds to the coffee interests. (Grounds — coffee, aw c'mon!) For example, in plants or offices employing more than 50 people, you can now engage — in almost every city — a caterer to arrive at a specified time or times each day with traveling carts carrying coffee and rolls. No charge to you; he makes his money off your employees. Other solutions being offered to counteract the trend toward conducting business from a nearby restaurant include the following: (1) coffee vending machines, now readily available, which dispense coffee with or without cream and sugar; (2) a new unit called Hot and Cold which dispenses water and instant coffee for mixing on the spot, is small, and relatively inexpensive; (3) a national organization called Coffee-Ette with dealers all over the country, which will install and service in your office a handsome cabinet filled with all the requisites for a coffee break; and (4) appointment of an office coffee monitor who will take charge of ordering coffee and see that it gets in from outside — thus involving only one person rather than the whole office staff in the coffee problem. Whoever conceived this twice a day coffee exodus did the greatest job of promotion since flying saucers. At this stage of the game you can't lick it; so you might as well join it, as painlessly as possible as suggested above.

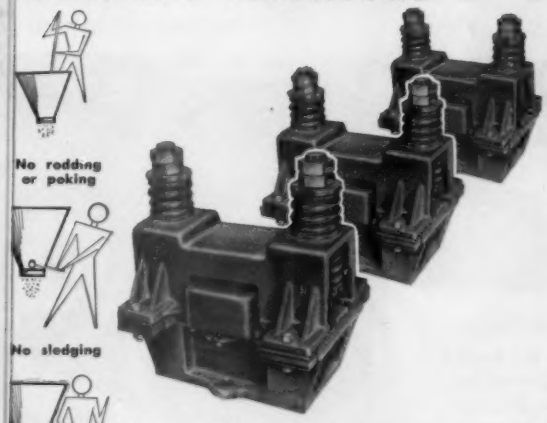
ELIMINATE CLOGGED BINS AND HOPPERS



WITH

SYNTRON

ELECTRIC VIBRATORS



3600 constant, controllable vibrations per minute eliminate stoppages due to arching and plugging. Assure a fast, positive, free flow of most bulk materials, from fine powders to coarse, heavy lumps—wet or dry. Economical—practically maintenance free.

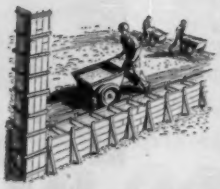
POWER TOOLS SPEED UP WORK

ELECTRIC HAMMERS

ELECTRIC SAWS

SYNTRON COMPANY
324 Lexington Ave. Homer City, Pa.

POUR CONCRETE All Winter!



with SOLVAY CALCIUM CHLORIDE added to standard cement

- Cut protection time in half
- Provide extra safety
- Get high early and final strength
- Get "built-in" curing
- Eliminate cold-weather delays
- Increase workability
- Lower your costs
- Do the job in less time
- Be assured of top quality work

NEW, CONVENIENT 25-LB. BAG
Easy To Use
Assures Accurate Measurement

GET THESE FREE BOOKLETS!

"How You Can Get Faster, Safer, Better Winter Concrete" — Quick reading — gives you valuable data on how you can get improved results and savings in any type of concrete.

"The Effects of Calcium Chloride on Portland Cement" — 40 pages packed with help for you — technical data, questions and answers, etc.

SOLVAY

Mail This Coupon Today

Allied Chemical

SOLVAY PROCESS DIVISION
Allied Chemical & Dye Corporation
61 Broadway, New York 6, N.Y.

Please send me without obligation or cost:

☐ **"The Effects of Calcium Chloride On Portland Cement"**

☐ **"How You Can Get Faster, Safer, Better Quality Winter Concrete"**

NAME .....

ADDRESS .....

COMPANY ..... POSITION .....

CITY ..... ZONE .... STATE .....CO 1

MANUFACTURERS' NOTES

Tracto-Lift Sold

The purchase of the assets of the Tracto-Lift Company, Kansas City, Missouri, has been announced by Edwin L. Johnson, general manager of Ottawa Steel Division of L. A. Young Spring & Wire Corporation. The principal product manufactured by the newly acquired company is the Tracto-Lift, a heavy duty fork lift truck specially designed for outdoor use in moving bulky materials over rough or muddy terrain.

New Fuller Building

The new engineering building of the Fuller Company has been completed and occupied. Located near the company's main plant and office at Catasauqua, Pennsylvania, the new building houses 157 engineering personnel. A modern one-story concrete block structure with precast roof and trim, its construction was one of the first important steps taken by Fuller following its acquisition by General American Transportation Corporation in August, 1954.

Koehring Appointment

E. B. Hill

Julien R. Steelman, president of the Koehring Company, Milwaukee, Wisconsin has announced the appointment of E. B. Hill to the newly created position of assistant to the president. Prior to his recent appointment Mr. Hill was vice president and director of sales, advertising and export sales for Gar Wood Industries, Inc.

Clark Plans Expansion

Clark Equipment Company has announced that it will expand its new Construction Machinery Division plant at Benton Harbor, Michigan, by 50 per cent.

Wyandotte Election

B. Cremers

Bert Cremers and Ford Ballantyne, Jr. were recently elected to the Board of Directors of Wyandotte Chemicals Corporation, a producer of industrial chemicals. Mr. Cremers is vice president and general manager of the company's Michigan Alkali Division and Mr. Ballantyne is vice president and general manager of their J. B. Ford Division.

Yale Sales Manager

Charles T. Schwarz has been appointed Chicago branch sales manager by The Yale & Towne Manufacturing Company, Philadelphia, Pennsylvania, manufacturer of industrial lift trucks and hoists. Mr. Schwarz joined the Chicago branch as a sales-

THE SMITH SEPTIC TANK FORMS

FOR PRODUCTION OF 500, 600 AND 750 GALLONS

This is a one piece tank, pours and strips upright. All sections assembled with wedge bolts for easier stripping. Handled by 2" holes in wall directly on center of each side 19" down from top, this lets your hoist go down into tank and eliminates the need for a high rig.

Form includes: Pouring Pan, three section septic tank lid pans and pick up bar for handling. Inside form has tapered wedge strips in each corner that slide out easily allowing plenty of clearance for stripping.

TRUCK HANDLING RIG

This is a 15 ft. all-steel body capable of hauling three 500 gal. tanks and lids with a positive chain drive, carriage and safety locking device. One man can load or unload tanks on unlevel ground with ease and safety. We use a 12-volt, 4,000 lb. Budgit Hoist that operates off the truck battery. We will design a body to fit your truck.

WRITE TODAY FOR COMPLETE DETAILS

COOK & INGLE CONCRETE PRODUCTS

305 FERNWOOD AVE., PHONE 1697, DALTON, GEORGIA

man in 1949, a position he held until his recent promotion to sales manager.

Sales Representative

A. Cabell Ford, director of sales for Southern Lightweight Aggregate Corporation has announced the appointment of Thomas E. Parrish as sales representative of the firm.

Joins Dewey and Almy

S. D. Burkes

Sam D. Burkes has joined the Dewey and Almy Chemical Company, division of W. R. Grace & Company, to direct the sales of construction specialties products to the concrete industry. Mr. Burkes joins the company after 16 years with the U. S. Corps of Engineers.

Manager of Engineering

H. J. Buttner

H. J. Buttner has been appointed manager of engineering for the Le Roi Division of Westinghouse Air Brake Company, Milwaukee, Wisconsin. Prior to joining Le Roi, he was with the Contract Division of Continental Motor Corporation. Le Roi manufactures internal combustion engines, portable and stationary air compressors, Tractairs, and air tools.

Vacuum Concrete Appointment

Peter J. Doanides, formerly chief engineer of Roberts Construction Company and president of Concrete Development Corporation, Ltd., both of Johannesburg, South Africa, has been appointed executive vice president of Vacuum Concrete, Incorporated, Philadelphia, Pennsylvania.

Did You Know?

A single cube of U-235 the size of two lumps of sugar will produce as much energy as 1,500 tons of coal?

ACI Reprints Paper On Blast Construction

The American Concrete Institute has reprinted the 96-page paper "Design of Blast Resistant Construction for Atomic Explosions" by C. S. Whitney, B. G. Anderson, and E. Cohn.

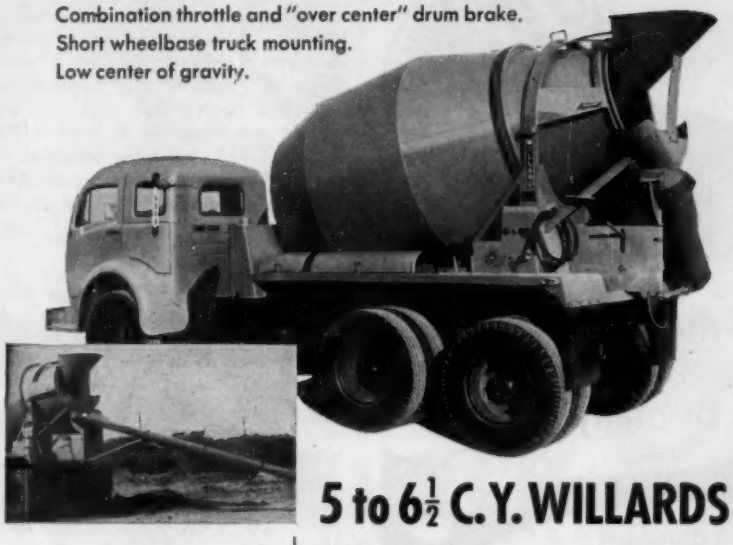
The work reported in this paper was done under contract with the Office of the Chief of Engineers, Department of the Army, as part of the intense research program that began in the ruins of Hiroshima and Nagasaki. The paper presents methods and principles used in designing the first full scale blast resistant structures tested at Eniwetok with the results of those tests. Radiation hazards and methods of dealing with them are described.

Copies may be purchased from the American Concrete Institute, 18263 West McNichols Road, Detroit 19, Michigan.

BETTER WEIGHT DISTRIBUTION MEANS

BIGGER PAYLOADS

Combination pedestal and water tank (exclusive).
Combination throttle and "over center" drum brake.
Short wheelbase truck mounting.
Low center of gravity.



5 to 6½ C.Y. WILLARDS

OTHER FEATURES

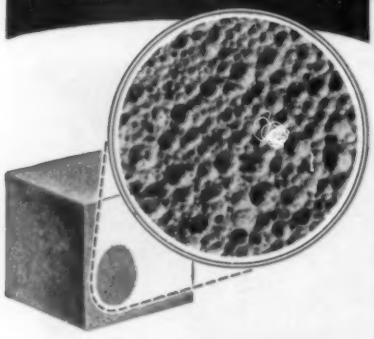
- Heavy duty construction yet lightweight.
- Ratchet controlled chute 7′ 6″ with two 4-foot extensions; hydraulic control available.
- Chain drive take-up by hinged reduction box.
- Repair parts are standard—available locally.

STUDY THESE FEATURES and you will see why the new Willards offer bigger legal payloads, faster operation and lower maintenance costs. Only Willard offers combination water tank and pedestal and single lever throttle and drum brake control. Every operator will appreciate the combined throttle and "over center" drum brake made possible with the "fluid drive" on Chrysler engine. Willard offers more for your money; get the facts today. Dealers everywhere.

Manufactured in Los Angeles and Galion, Ohio
WILLARD CONCRETE MACHINERY SALES CO.
11700 Wright Road, Lynwood (Los Angeles County), Calif.
Member T.M.M.B.

WILLARD TRUCK MIXERS

Introducing
Elastizell
. . . a basis for making
LIGHT WEIGHT, STRONG,
INSULATING concretes
from universally
available materials



what can YOU do
with this product
of many uses?

ELASTIZELL-TYPE
CONCRETE "PLUSSES" . . .

- LIGHT WEIGHT . . .
  big savings in handling and design
- STRONG . . .
  strengths for structural applications
- MOISTURE-RESISTANT . . .
  cork tile on grade
- SELF-INSULATING . . .
  comfort on grade
- POSITIVE DENSITY CONTROL . . .
  results as predetermined
- HOMOGENEOUS STRUCTURE . . .
  uniform strength and insulation

Write, wire or 'phone...
ELASTIZELL CORPORATION OF AMERICA
158 FLETCHER STREET • ALPENA, MICHIGAN
'PHONE 1080

NEW LITERATURE

V-Belt Drives—A new 74-page booklet has multi-color tables for quick and easy selection of constant speed Texrope V-belt drives. In addition to providing selection tables for A, B, C, D and E section Texrope belts, the handbook contains information on design features, basic drive principles and technical data on sheaves as well as helpful hints for economical, safe and dependable operation of V-belt drives. A copy of the booklet "Tex-Book" 20P40 may be obtained by writing *Allis-Chalmers Manufacturing Company*, 981 South 70th Street, Milwaukee, Wisconsin.

Testing Apparatus—A 6-page bulletin on portable concrete testing machines flexure attachments and accessories contains detailed illustrations of products and applications, technical descriptions and size and weight specifications. A copy of Bulletin CT-711 may be obtained by writing *Soiltest, Incorporated*, 4711 West North Avenue, Chicago 39, Illinois.

Rubber Joints—A 16-page booklet entitled "Joint Enterprise" describes Tylox rubber joints for coupling pipe used in sewerage, drainage and other waterworks projects. It gives the history of the development of rubber pipe joints and complete information and data on Tylox. A copy may be obtained by writing *Hamilton Kent Manufacturing Company*, 427 West Grant Street, Kent, Ohio.

Mortar Cement—A new 24-page booklet entitled "Build Better Masonry With Atlas Mortar Cement" points that Atlas mortar cement provides a single cementing material that produces superior mortar characteristics and performance both in laying up units and on finished masonry. There are sections on recommended practice covering materials, proportioning, mixing, laying of units and handy reference tables of useful data. A copy may be obtained by writing *Universal Atlas Cement Company*, 100 Park Avenue, New York 17, New York.

Block Machine—A 4-page folder describes the Oswalt block machine No. 55 Model H, specially designed and built for high-speed operation and complete with Oswalt shock-free block ejector and front-end pallet feeder, new simplified height and density control, and improved vibration and production speed-up. A copy may be obtained by writing *Oswalt Engineering Service Corporation*, 1335 Circle Avenue, Forest Park, Illinois.

Quinn Catalog—A new catalog describes Quinn Wire and Iron Works complete line of equipment. Along with showing Quinn's line of cast form equipment, the catalog also contains pages of valuable information for the concrete pipe manufacturer. These include an outline of the meth-

ods of manufacturing concrete pipe by the wet and the semi-dry processes; production suggestions and a simplified means of pricing either plain or reinforced pipe; the standards set up for the production of reinforced culvert and sewer pipe; and the comparative capacities of corrugated metal culverts and concrete pipe culverts. A copy may be obtained by writing *Quinn Wire and Iron Works*, Boone, Iowa.

Weighing and Recording Tests—Technical Memorandum No. 6-407 entitled "Tests of Weighing and Recording Equipment for Concrete Batching" describes the extent to which available commerical weighing and recording equipment complies with the requirements of the "Standard Guide Specifications for Concrete." A copy of the report may be obtained for $1.00 by writing Technical Liaison Branch, Waterways Ex-

periment Station, *Corps of Engineers, U. S. Army,* Vicksburg, Mississippi.

CONCRETE ROOF—A booklet on Zonolite concrete Bermuda roofs outlines the advantages of Zonolite concrete and points out that this method of roof construction is fireproof, insulating, lightweight, permanent, and easily maintained at low cost. A copy may be obtained by writing *Zonolite Company,* 135 S. LaSalle Street, Chicago, Illinois.

AUTOMATIC SCALE—A new 6-page, two-color bulletin describes the Model E-50 scale, a versatile bulk weighing scale for process weighing. For a copy of Bulletin 3649A write *Richardson Scale Company,* Van Houten Avenue, Clifton, New Jersey.

AIR POLLUTION—A reprint of a paper on "The Estimation of Health Hazards from Air Pollution" by W. C. L. Hemeon, engineering director of the Industrial Hygiene Foundation, has been made available. The article includes an hypothesis concerning identity of irritants in acute smog episodes. A copy may be obtained by writing *Industrial Hygiene Foundation of America, Inc.,* Mellon Institute, 4400 Fifth Avenue, Pittsburgh 13, Pennsylvania.

CONVEYOR BELT CARRIERS—The Stephens-Adamson line of standard belt conveyor carriers and trippers is described in a 16-page brochure. In addition, a number of special carrier units are catalogued along with accessory equipment, such as guide rolls and special tripper spouts. A copy of Bulletin 355 may be obtained by writing Advertising Department, *Stephens - Adamson Manufacturing Company,* Aurora, Illinois.

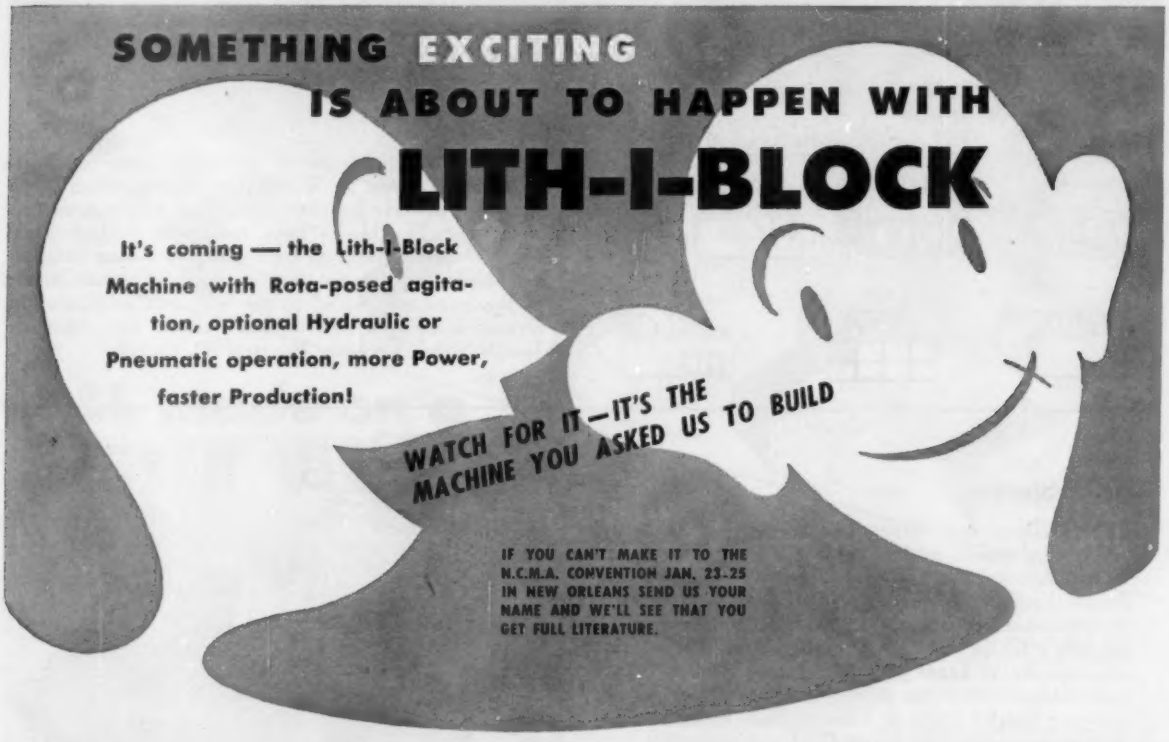
CELLULAR CONCRETE—A new brochure on the Mearlcrete system for making cellular concrete tells what the system is and how it works and illustrates with charts and photographs the advantages of cellular concrete made by the Mearlcrete system. A copy may be obtained by writing *Mearl Manufacturing Corporation,* 153 Waverly Place, New York 14, New York.

SEWER LINING—An illustrated 8-page brochure describes T-Lock Amer-Plate, the continuous plastic sewer lining, and gives complete information on its composition, physical and chemical properties, and the method of incorporating the lining in pre-cast and cast-in-place concrete sewer pipe and structures. A copy may be obtained by writing *Amercoat Corporation,* 4809 Firestone Boulevard, South Gate, California.

TAMP-A-ROCK—A new 4-page brochure tells the uses and specifications of Tamp-A-Rock concrete block. A copy may be obtained by writing *Tamp-A-Rock,* Corner East Mitchell Street, Jackson, Michigan.

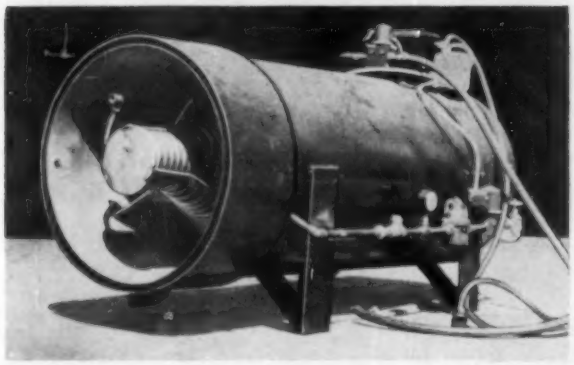
SEPTIC TANKS—A new brochure describes and illustrates Thomas self-aligning, self-assembling steel forms for septic tanks. A copy may be obtained by writing *Thomas Steel Forms,* 25257 W. Eight Mile Road, Detroit 19, Michigan.

REUSABLE ANCHOR—For those interested in prestressed concrete construction, a wall chart entitled "Do's and Don'ts for the Use of Steelcase Strandvise" has been published. A copy may be obtained by writing *Reliable Electric Company,* 3145 Carroll Avenue, Chicago 12, Illinois.


SOMETHING EXCITING
IS ABOUT TO HAPPEN WITH
LITH-I-BLOCK
It's coming — the Lith-I-Block Machine with Rota-posed agitation, optional Hydraulic or Pneumatic operation, more Power, faster Production!
WATCH FOR IT—IT'S THE MACHINE YOU ASKED US TO BUILD
IF YOU CAN'T MAKE IT TO THE N.C.M.A. CONVENTION JAN. 23-25 IN NEW ORLEANS SEND US YOUR NAME AND WE'LL SEE THAT YOU GET FULL LITERATURE.

LITH-I-BAR COMPANY · HOLLAND, MICHIGAN

EQUIPMENT & MATERIALS

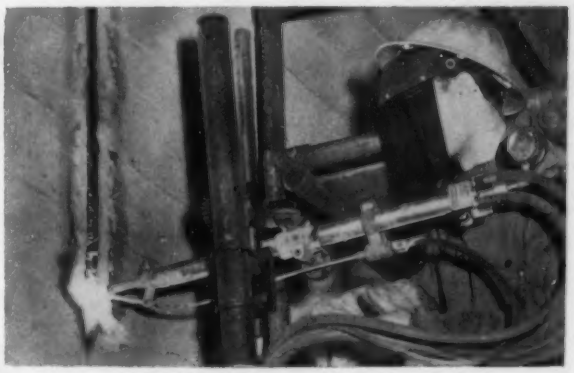


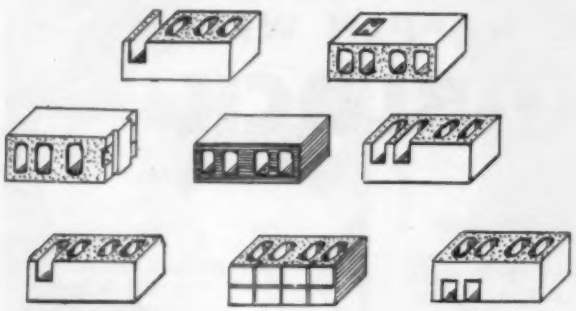
Concrete Curing Heater

PICTURED here is a concrete curing heater which is fired with propane or natural gas. Equipped with a copper coil in the front of the unit, in 2 ¼ minutes it produces 214 degree F. water from cold water. The unit fires directly into the kiln and hot water is distributed through a series of nozzles placed throughout the kiln. For additional information write *Arthur C. Baumann*, 7011-21 Grays Avenue, Philadelphia 42, Pennsylvania.

Powder Nozzle

A NEW powder nozzle makes it possible to cut concrete with a standard industrial powder-cutting blowpipe. In powder-cutting, a metallic powder is added to the oxyacetylene cutting flame increasing the flame temperature, which in turn increases the speed and range of the cutting action. Cutting speeds vary according to the thickness of the material. For additional information write *Linde Air Products Company*, Division of Union Carbide and Carbon Corporation, 30 East 42nd Street, New York 17, New York.





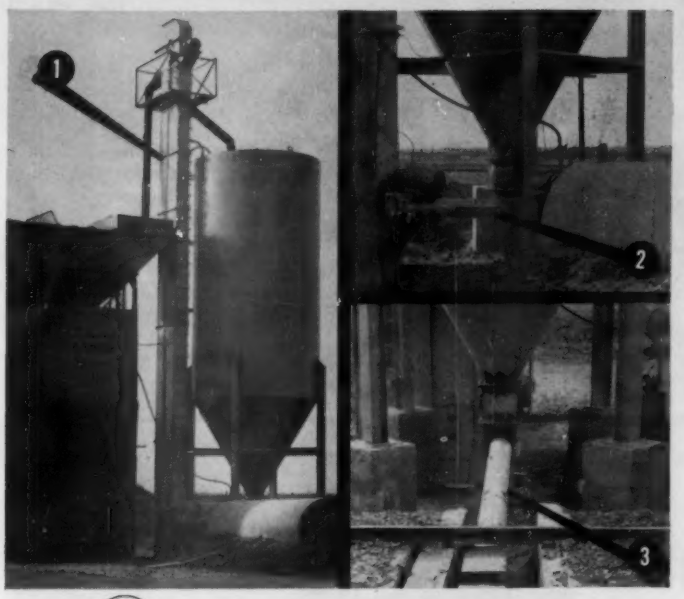
Block System

SHOWN here are some of the special units which are features of the R. W. Stencel System, which is designed to provide structure and finish in the same concrete unit. The blocks have molded-on asphalt joints which provide protection from chipping during handling and shipping. Joints are coated with liquid asphalt cement as the units are placed in the wall. For additional information write *R. W. Stencel System, Ltd.*, 5450 St. Joseph Street, Lachine, Montreal 32, Canada.

Tractor Shovel

THIS new and larger two-wheel-drive Payloader tractor shovel, model "HAH", has a ¾-cubic yard struck capacity and a heaped capacity of 1 cubic yard. Bucket breakout action permits 40 degrees of tip-back at ground level. It has a breakout force of 4,500 pounds, a lifting capacity of 4,000 pounds and a carrying capacity of 3,000 pounds at 4 mph. A new bucket arm design contributes to operator safety and permits carrying heaped loads at a lower level. For additional information write *The Frank G. Hough Company*, Libertyville, Illinois.

BAUGHMAN CONVEYORS and ELEVATORS



for Ready-Mix Concrete Plants

Baughman Conveyors and Elevators cost less to buy . . . less to operate and maintain . . . less to set up. That's because Baughman's "Sectionalized" job-fitted design makes the big difference. Standardized units are prefabricated to enable you to assemble, shorten, lengthen or move — without the usual high erection costs.

Shown in the installation at the left are several Baughman favorites:

1 **MODEL 175 BELT AND BUCKET ELEVATOR.** Fully enclosed buckets. Centrifugal discharge. Write for BULLETIN A-299. For open bucket and belt elevators, write for BULLETINS A-392 and A-389.

2 **MODEL Q STATIONARY SCREW CONVEYOR.** For materials that roll or become fluid in motion. Underbin and undertrack screw loaders easily attached. Write for BULLETIN A-295.

3 **MODEL UT-51 UNDERTRACK CONVEYOR.** Rapid discharge. Readily integrated with other Baughman equipment. Write for BULLETIN.

SALES AND SERVICE FROM COAST TO COAST

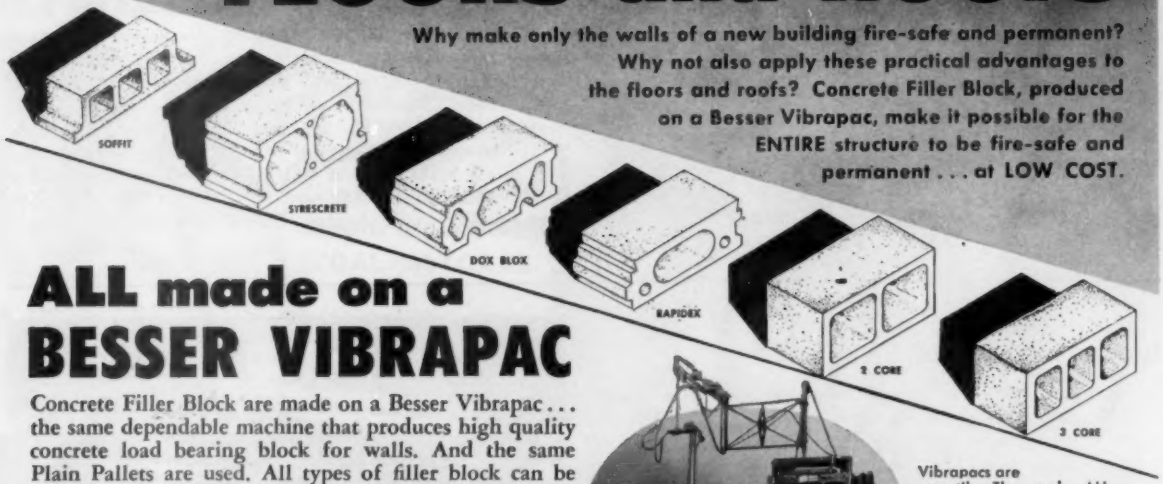
BAUGHMAN

BAUGHMAN MANUFACTURING CO., INC.

102 ARCH ST. • JERSEYVILLE, ILLINOIS

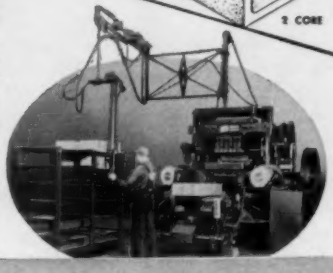
Concrete Filler Block for *Fire-Safe* FLOORS and ROOFS

Why make only the walls of a new building fire-safe and permanent? Why not also apply these practical advantages to the floors and roofs? Concrete Filler Block, produced on a Besser Vibrapac, make it possible for the ENTIRE structure to be fire-safe and permanent . . . at LOW COST.



ALL made on a BESSER VIBRAPAC

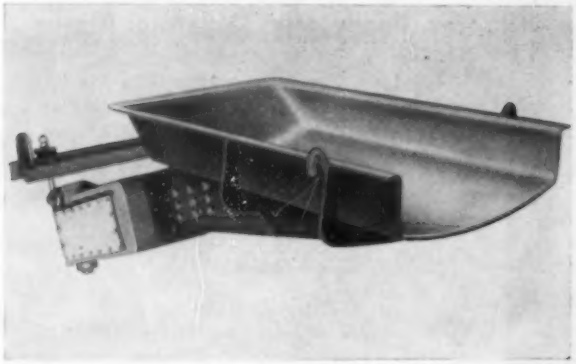
Concrete Filler Block are made on a Besser Vibrapac . . . the same dependable machine that produces high quality concrete load bearing block for walls. And the same Plain Pallets are used. All types of filler block can be made in various sizes to coordinate with other modular materials and for all load conditions. Block plant operators can materially add to their profits by supplying their customers with BOTH wall and floor units. For further facts, contact your nearby Besser representative, or write:



Vibrapacs are versatile. They make ALL types and sizes of block on ONE set of Plain Pallets. Fully automatic. Off-bearer removes finished block with power hoist. No manual lifting.

BESSER COMPANY • Complete Equipment for Concrete Block Plants • Alpena, Michigan, U. S. A.

A 8585-½-H



Vibratory Feeder

THE Syntron F-55DT vibratory feeder now offers a new optional dust tight design feature for protection against dusty atmosphere and supply hopper spillage. This feature is said to prevent dust in the air or spillage from a supply hopper from impairing smooth feeding action by enclosing the magnet and leaf springs. For additional information write *Syntron Company*, 324 Lexington Avenue, Homer City, Pennsylvania.

Fork Lift Truck

PICTURED here is the Trac-Lift 50 fork lift truck which handles up to 5000 pounds and is said to have exceptional power and traction permitting its use in all seasons and on rough unpaved areas. Other features include a 136-inch outside turning radius, lifting height up to 10 feet with additional heights available and a road speed of 20 miles per hour. For additional information write *Piper and Paine*, Department 13, Nunda, New York.

Truck Mixer

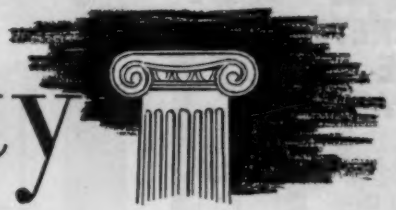
THE latest type Jaeger standard model "D" truck mixers are characterized by shortened center of gravity and reduced weight, 3-speed transmission with single lever control and a complete line of optional equipment. Standard sizes range from 8 ½-to 3 ½-cubic yard models. A 25 per cent larger discharge blade facilitates faster charging as well as discharging and prevents spillage from full mixer loads in transit. For additional information write *The Jaeger Machine Company*, 522 Dublin Avenue, Columbus 16, Ohio.

Rotary Compressor

A NEW portable rotary compressor, the Blue Brute 600, employs a new easy-acting clutch which allows operators to warm-up the engine before cutting in the compressor. The fully self-draining compressor eliminates settling of oil and moisture in any low areas of either cylinders, inter-stage chamber or discharge point. Additional features include two-stage oil separator, separate oil reservoir and air tanks and a shorter wheel base for easier handling on the job. For additional information write *Worthington Corporation*, Harrison, New Jersey.

USE Trinity White

the whitest white Portland cement



. . . for the utmost beauty in architectural concrete units . . . terrazzo . . . stucco . . . light-reflective uses . . . and better color jobs.

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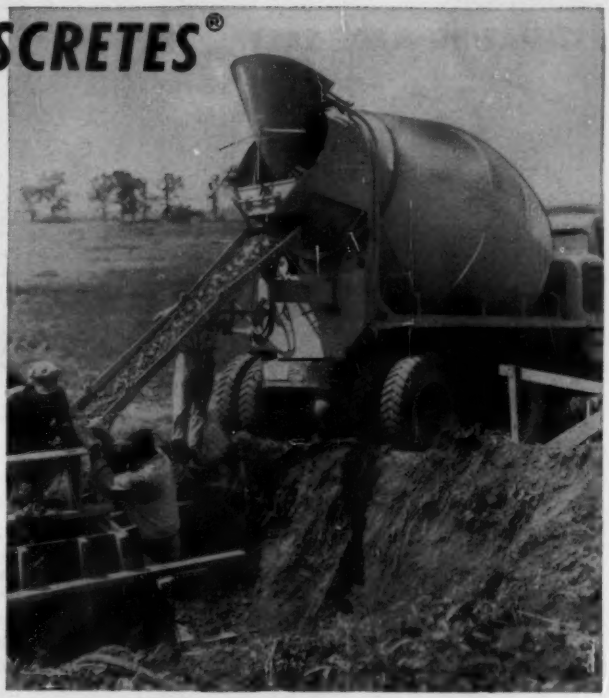

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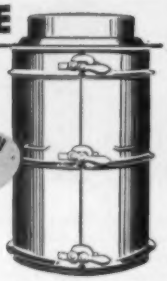

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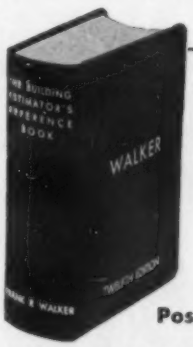

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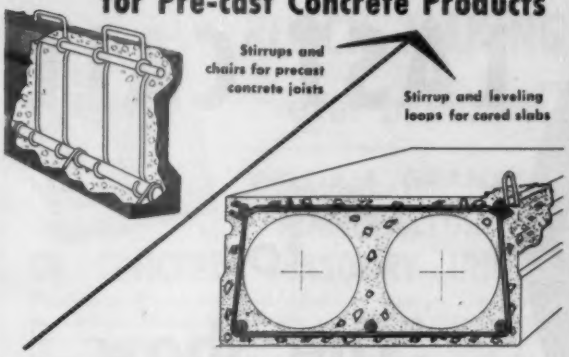

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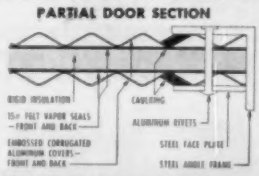

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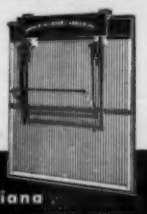

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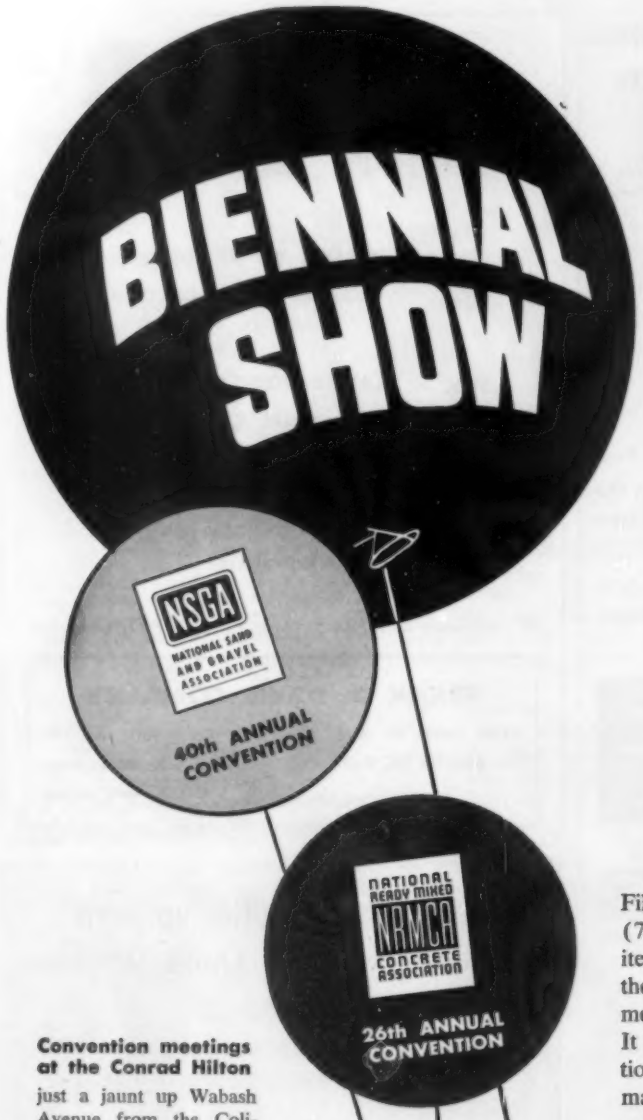

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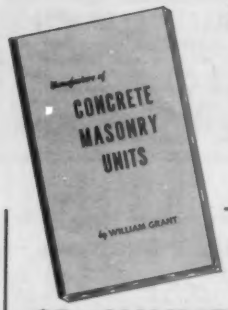

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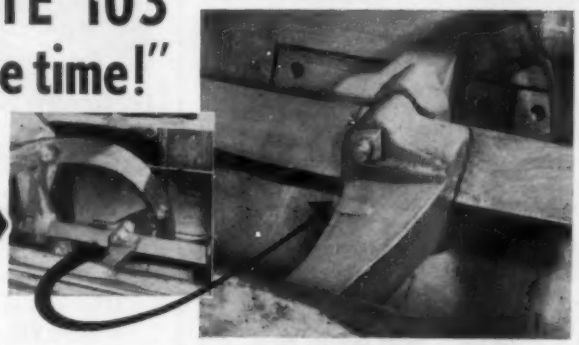

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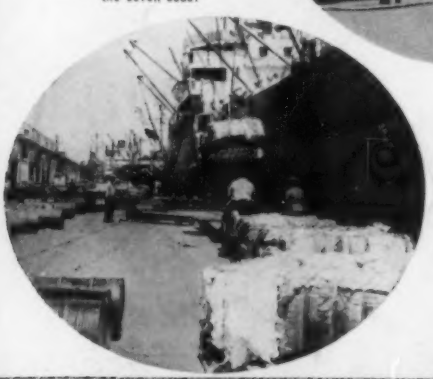

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